

Delivering a Five Star Service programme British Council and the Egyptian Tourism Federation

People **1st**
International



With a growing visitor economy, adding value to your offering through excellent service focussing on high spend visitors brings benefits to businesses and employees. Making the right impression and delivering customer expectations is vital at this level.

Background

With the growing expansion of shopping and leisure centres in key cities, Red Sea resorts and the Sinai provides further opportunities for visitor spend and new job opportunities. The Egyptian Tourism Federation in partnership with the British Council want to transform Egypt's welcome.

The Federation recognises the potential that providing five star service will bring to both the hospitality and retail sectors, this has driven a need to develop a training model that can deliver this in a sustainable way.

People 1st Skills

Our wealth of experience delivering the WorldHost programme both in the United Kingdom led us to develop a Five Star Service programme. In each location we start the process by researching and mapping skills needs, in this case hospitality and retail. We have developed benchmarking techniques used around the world to ensure that excellence in service is achieved.

Our Five Star Service programme delivers training for staff on a number of levels. Front line staff are trained to deliver a great experience that will keep customers returning and our Train the Trainer course delivers the capacity and capability of managers to deliver the programme. The course includes modules on etiquettes and manners, listening and communication skills, empathising skills and teaching candidates how to maximise sales and service opportunities.

The delivery sessions are lively, active and help candidates put their training into practice. Trainers are assessed on their ability to deliver the programme and this in turn will build the capacity for the whole of the visitor economy.

Outcomes and Impact

The Partnership has delivered customer service training to hundreds of thousands of individuals and have combined their expertise to create a training solution to meet Egypt's needs. This is the first programme for the whole of the visitor economy to be launched in Egypt.

The Five Star Service programme will enhance Egypt's reputation as a world class visitor destination, able now to provide excellent customer experiences. Research shows that it costs five times more to attract a new customer than it does to keep an existing one, so excellent service can make the difference between any business surviving and thriving.

Egypt

Client:

The British Council

Partner:

Egyptian Tourism
Federation

“The Mall of Arabia was very keen to run the Five Star Service Programme and remind staff of the importance of proper customer service and its return to their businesses, there is great interest from tenants to send their staff to training that's being operated by the Mall, especially when its customised and localised for the Mall itself. We had some good feedback from store owners and HR managers about the impact of the training on the staff and we have also been receiving positive feedback from mall visitors.”

Zeina Abdel Azim

Customer Experience Manager



Delivering a Five Star Service programme



Five Star Service is for all service industries and focuses on the delivery of interactive and energetic training that will really help your people learn and deliver the etiquettes and manners of great customer service. Using a mixture of activities, scenarios and discussions, the programme will give your staff all the skills they need to make your business stand out from the competition.



About People 1st

People 1st delivers consultancy that enables its clients to retain staff, increase productivity and create and implement effective people strategies. We are an impartial, trusted and effective strategic partner to our clients, working primarily across the hospitality, travel, tourism, passenger transport and retail industries. From apprenticeship consultancy to occupational standards development, world-renowned WorldHost customer service training, 'train the trainer' programmes, labour market intelligence and insights and talent management support, we are passionate about transforming skills and development both internationally and across the UK's visitor economy.

For more than 50 years, we have been working to help businesses to become more competitive, attract and retain people in the sector, and challenge perceptions of the visitor economy sector as low-skilled and lacking career prospects.



FLEXIBLE

We can adapt the programme for your business and can even train your own people to deliver it



DYNAMIC

The sessions are lively, active and help your people put their training into practice



QUALITY ASSURED

All the trainers are assessed on their ability to deliver fantastic training



SUCCESSFUL

The partnership has delivered customer service training to hundreds of thousands of individuals and have combined their expertise to create a training solution to meet Egypt's needs.




RECOGNISED

This is the first programme for the whole of the Visitor economy to be launched in Egypt

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