



Mid Ulster District Council adds value to service delivery with WorldHost

Background

Mid Ulster District Council is responsible for a range of customer facing services and facilities across two counties, running from Swatragh in the north to Fivemiletown in the south and from the Sperrin Mountains in the west to the shores of Lough Neagh in the east.

Looking for ways to maximise opportunities to deliver high-quality standards to their residents, businesses and visitors, the Council wanted to enhance the level of customer service provided to the local community and those visiting the region.

Solution

Aligning with one of their core council values - 'customer-citizen focused', - the Council chose the WorldHost Principles of Customer Service training programme as a means to help achieve the objectives within their service improvement plans.

They were confident WorldHost would help support their aims as the programme is already a recognised customer service standard in Northern Ireland. Over 20,000 people have been trained in WorldHost, providing an innovative response to enhance the warmth of the visitor welcome.

The Council chose to deliver the customer service programme to front of house council staff in council owned visitor attractions, arts and leisure facilities and civic buildings, and planned to train full-time, part-time, casual and temporary staff including agency workers and students on work placement.

In addition, the Council have trained up four of their staff; (including two Officers within the tourism team) who are now qualified trainers to deliver the WorldHost programme.

Attending the three-day licensed trainer workshop, staff learnt how to deliver WorldHost programmes and were assessed on their training skills. After successful completion, they gained WorldHost approved training provider status and were granted access to all the ready-to-use materials needed to deliver the programmes - session plans, presentations, slide guides and more.

Impact

Since becoming approved WorldHost trainers, Mid Ulster District Council has delivered the programme to over 170 people and now hope to extend the training to other employees who interface with the public e.g. planning and environment staff.

Having in-house approved WorldHost trainers has given the Council the opportunity to contextualise the training with real-life examples of good and bad customer service relevant to the Council and they have been able to explore the types of challenges and complaints received and how they are approached.

Staff have increased their knowledge as they learn from each other and become more familiar with the Council's corporate customer service policy - many who have completed the training have been surprised at how much they have learnt from the one-day programme.

The tourism team has also widened the training to local businesses such as hotels and accommodation providers, visitor attractions and activity providers. This has given businesses the opportunity to achieve the WorldHost Recognised Business standard by training 50% of their team.

The recognition is a great way for businesses to build trust, attract, and retain new customers through positive marketing of their brand and customer experience commitment - delivering a real boost to reputation, repeat custom and loyalty and bottom-line profits.

“As a way of demonstrating a core Council value, customer service skills are vital to improve standards and service provision, to upskill staff and to compete in today's ever-changing environment. We train using WorldHost as it is a globally recognised brand and it helps the Council to benchmark against recognised professional standards.

“The practical aspects of the WorldHost training delivery help to reinforce the benefits of excellent customer service to the employee, team, council, and the customer. The training helps staff to realise they are all part of one bigger unit and to recognise the importance of excellent customer service organisation wide. It's a cost-effective way to upskill staff while improving customer service standards across all departments.

- Sinead McAleer, Learning and Development Manager, Mid Ulster District Council

WorldHost is an interactive, engaging training programme that empowers your employees to deliver consistently great customer service.

To find out how WorldHost can transform the skills in your business, [book a discovery call](#).