

West Suffolk College supports local businesses to boost customer service experience using WorldHost

Background

West Suffolk College is working as partner in an initiative across the East Anglia region that aims to enhance workforce skills across the visitor economy as well as invest in the next generation of young people coming into the industry.

The project offers small and medium businesses in the region with opportunities to upskill their teams in areas that will have a high impact on sector improvement and sustainability.

One of the key areas in demand by local businesses is customer service.

In the knowledge that businesses were looking to improve their customer service through training, West Suffolk College believed it was important to invest in training that delivers a measurable impact, anticipates future challenges and give businesses much-needed reinforcement to attract customers and encourage repeat business.

Solution

Director Of Service Industries at West Suffolk College, Mike Mulvihill had previously engaged WorldHost in his earlier role with Hackney College when it was used to train volunteers for the London 2012 Olympic Games.

Aware of the benefits the programme offers in transforming customer experience and building life-long, transferable skills the college made an application for four of their tutors to become approved to deliver WorldHost.

Attending the three-day licensed trainer workshop, they 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

The college have since supported a number of businesses across the region to improve their customer service skills, delivering WorldHost to companies including Bury St. Edmunds Cathedral and Bedford Lodge Hotel.

Businesses engaged in the training have reported that the programme has raised their teams awareness of the importance of high quality customer service. It has also made them consider the full customer journey, taking into account guest and customer experiences before and after they arrive, as well as appreciating the valuable role back of house teams play in delivering service excellence.

Acknowledging that these skills are in high demand by visitor economy businesses, the college also recognises the importance of training their students in WorldHost. Learners studying subjects including hairdressing, hospitality and business have successfully undertaken the programme to gain lifelong, transferable skills. This approach ensures future talent are armed with the skills needed to deliver a high-quality service.

Having now trained over 250 people, the college is advancing its plans to expand the training across the region in the year ahead.