

BESPOKE CUSTOMER SERVICE TRAINING

HELPING YOUR ORGANISATION TO DELIVER
EXCELLENT CUSTOMER SERVICE



CONTENTS

| | |
|--|----|
| Introduction | 03 |
| The range of industry sectors we work with | 04 |
| Forthcoming training locations | 04 |
| Some of the companies we work with | 05 |
| WorldHost Principles of Customer Service | 07 |
| City & Guilds Customer Service Level 2 Certificate | 08 |
| Testimonials | 09 |

INTRODUCTION

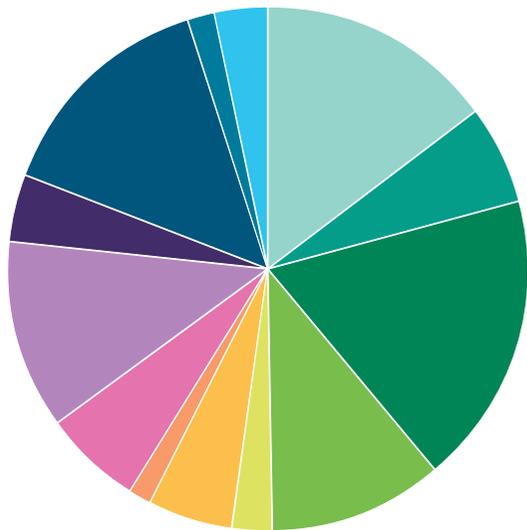
The WorldHost Principles of Customer Service programme aims to give staff the skills and knowledge necessary to deliver excellent customer service, giving local businesses a chance to enhance their reputation. The training package has been used to train over one million people worldwide, including the staff and volunteers at the London 2012 Olympics.

Shipley College was awarded WorldHost Recognised Business status in 2018, after staff completed the WorldHost Principles of Customer Service course, with some completing the follow-up City & Guilds Level 2 Customer Service. We have since expanded our offer to businesses and organisations in the area, and have gained an excellent reputation for delivering the courses.



THE RANGE OF INDUSTRY SECTORS WE WORK WITH

WE HAVE CURRENTLY DELIVERED WORLDHOST FOR OVER 80 COMPANIES AND 775 MEMBERS OF THEIR STAFF WITH A PASS RATE OF 93%.



- Self employed - 25
- Engineering - 12
- Voluntary Sector - 111
- Health Care - 32
- Hospitality - 90
- HR/Recruitment - 48
- Horticulture - 11
- Tourism - 41
- Manufacturing - 18
- Public/Councils - 85
- SME's - 139
- Housing Associations - 47
- Education - 116

FORTHCOMING TRAINING LOCATIONS

| | |
|-----------|-------------|
| Sheffield | Ripon |
| Bradford | Whitby |
| Leeds | Selby |
| Saltaire | Bridlington |
| Harrogate | Hull |

To make an enquiry or to book, contact Linda O'Donnell on lodonnell@shingley.ac.uk or phone 01274 327239.

SOME OF THE COMPANIES WE WORK WITH:



Small, medium and large organisations have all benefited from this two-day course.

Over the last 12 months, our experienced tutors have delivered this training to over 750 employees, in over 80 organisations. The achievement rates have been excellent, but more importantly, the training is having a positive impact on the service the organisations offer.

Training can be organised at your premises, at Shipley College's campus or at external venues to suit you.

See page 09-11 for testimonials from some of these organisations.

EXAMPLES OF RECENT TRAINING:

TOUR DE YORKSHIRE

Members of Welcome to Yorkshire successfully road-tested the Customer Service Training before rolling it out to 100 Tour Makers in locations across Yorkshire ahead of the Tour de Yorkshire.



Training locations for the Tour Maker volunteers for the Tour de Yorkshire

UCI ROAD WORLD CHAMPIONSHIPS

Volunteers for the UCI Road World Championships took part in the two-day training, completing Ambassador training and the Level 2 Customer Service.



Training locations for the Yorkshire Team for the 2019 UCI Road World Championships

AGE UK

Members of staff and volunteers within the Bradford area completed the two-day course in Saltair. The Area Manager organised the training and hopes the two-day course will ensure both staff and volunteers maintain the high levels of customer service that Age UK expects.

GRAVEN COUNCIL

The Council organised for several members of customer-facing staff to attend the training, which was delivered on their premises. The course had representatives from all service areas within the council allowing them to learn new key concepts and approaches which can be used in their everyday role when dealing with their customers.

WORLDHOST PRINCIPLES OF CUSTOMER SERVICE

Day 1: WorldHost

Our WorldHost 'Principles of Customer Service' programme will give your staff the skills and knowledge necessary to deliver excellent customer service, giving your business the excellent reputation it deserves.

Benefits of the course:

- Increased revenue and repeat business
- Better communication between staff and customers
- Improved internal communication
- Increased staff motivation and therefore reduced staff turnover and absenteeism
- Higher quality assurance ratings and improved scores on sites like TripAdvisor

When you train 50% or more of your front-line staff using any of the WorldHost programmes, you can also apply to become a WorldHost Recognised Business - a 'must-have' badge for customer service.

Who should take this course?

This course is ideal for any member of staff that has day-to-day interaction with customers.

This could include job roles as:

- Assistants
- Supervisors
- Department Heads
- Directors

The course is also relevant to staff in non-customer-facing roles. Many of our clients report that the training improves internal communication as well as front-line customer-facing communication.



CITY & GUILDS LEVEL 2 IN CUSTOMER SERVICE

Day 2: Level 2 Certificate in Customer Service

Our Customer Service course is ideal for staff whose job role includes working with customers. This City & Guilds course will give your staff the confidence and ability to deal with customers in a professional and efficient manner. It covers the delivery of effective customer service and supporting the customer service environment.

Benefits of the course:

- Learn how to meet customer needs
- Understand how to deliver a great customer experience
- Improve the ability to handle complaints effectively
- Increase confidence generally and gain constructive feedback
- Find the most effective ways of promoting products and services

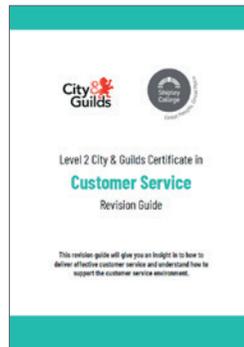
Who should take this course?

This course is suitable for individuals working or intending to work in a customer service role with day-to-day interaction with customers.

What the course covers:

The course covers a range of areas including:

- The Principles of Customer Service
- Customer Needs & Expectations and the Link to Customer Satisfaction
- Team Working Skills Required in the Customer Service Environment
- Improving my Customer Service & Developing Myself
- Methods of Communication
- Customer Relationship Management
- Company Reputations
- Principles of Responding to Customer Problems or Complaints
- Legislation which Supports the Customer Service Process
- Code of Practice or Ethical Standards
- Marketing of Products and/or Services, including Branding



TESTIMONIALS

PETER DODD - WELCOME TO YORKSHIRE

“At Welcome to Yorkshire we know how important excellent customer service is. Making a good experience into a great one benefits the client or visitor in the first instance, and, in turn, can be a major boost to the business or organisation too. The training our staff received from Shipley College was comprehensive and engaging. It allowed the team to develop their skills on everything from general service, to offering advice on products & services, to handling enquiries and even dealing with complaints professionally. All invaluable attributes when you are dealing with the public as much as we do.”

**Welcome
to Yorkshire**
yorkshire.com

JOANNA NOBILE - GRANTLEY HALL

“We have found the standard of training exceptional; our team have loved the interactive and detailed delivery of both the sessions and the content within it. As a result, our team are able to add another dimension to the delivery of their existing exceptional customer service to make it even better. The added bonus of them also having a certificated qualification has been a real incentive to the team and one they have taken great pride in.”



JOANNE GARNETT - CRAVEN COUNCIL

“The recent training course for Customer Service provided through Shipley College was a very beneficial two-day course for our staff members. It allowed us to learn new key concepts and approaches which can be used in our everyday role when dealing with our customers. The delivery of the course was exceptional as the trainer made the course more enjoyable through the use of different activities, as well as how she taught the information.”

I would highly recommend this course to anyone who works in a customer-facing role within a company as it will help to expand on skills they possibly may already have as well as learning new ones. Definitely coming out with a Level 2 City & Guilds Customer Service qualification made it all worthwhile!”



WENDY SPENCER - AIREDALE ENTERPRISE

“Airedale Enterprise Services have partnered with Shipley College to deliver WorldHost Customer Service training to businesses across the region. Over 100 employees have now achieved the WorldHost certificate and a number of businesses have received ‘WorldHost Recognised Business Status’ after sending more than 50% of staff members on to the training. Airedale Enterprise is one of the first to receive recognition.



The course was very well delivered by the team at Shipley College and all staff thoroughly enjoyed it. It has helped us to improve our customer service skills which in turn means our customers keep coming back to us. Other businesses attending include staff from Airedale Hospital, Gem Compliance and Puddle Digital to name but a few.”

CHRISSIE GALE - HEAD OF PEOPLE & ORGANISATION DEVELOPMENT - E3R RECRUITMENT

“It has actually been a massive thing to get the entire company through this certification and we are proud that we’ve done it. We now need to disseminate and put together a customer service charter. We are on it. Thanks for all your help, you’ve been amazing, everybody loves you.”



Airedale Enterprise @airedaleES · 5h

Congratulations! @johngreenhs Thank you for coming along to our #WorldHost #CustomerService course this is a fantastic 2 day course. Become a WorldHost Recognised Business find out more & book your place(s) on our next course airedaleenterprise.org.uk/event/worldhost... @Shipley_College @FSBwestyorks

John Green @johngreenhs

We are pleased to have received WorldHost Recognition for Excellent Customer Service & we are now a WorldHost Recognised Business. “This status is awarded to business...



E3 Recruitment @E3Recruitment · 1h

We are very proud to announce that we are one of the latest organisations in the UK to gain national recognition for its commitment to customer service, after being awarded WorldHost Recognised Business status. e3recruitment.com/e3r-earns-world...



Accent ICT @AccentICT · 6h

We can also recommend - fabulous training provided by Linda from @Shipley_College

AWWesomeBusinessClub @AWWes...

#WorldHost #CustomerService training day 1 completed @airedaleES with our fab trainer Linda of @Shipley_College Great turn out for our first course! Find out how excellent customer service can make the difference to your business - eventbrite.co.uk/e/worldhost-cu... @NatEntNet @FSBwestyorks



Puddle Agency @puddle_Agency · 1h

Thank you as well to @Shipley_College who helped me develop the skills to provide excellent customer service! 🙌 - Sarah

Puddle Agency @puddle_Agency

Our Social Media Manager, Sarah, just finished her #CustomerService course at @airedaleES and passed her exam! 🎉 Celebratory Tuesday drinks anyone? @WorldHostBC



Airedale Enterprise @airedaleES · 1h

Here’s our lovely #WorldHost #CustomerService trainer @lindhowell handing over the ‘WorldHost Principles of Customer Service’ Certificate to Shelagh Reid of @aimspld Well done Shelagh 😊 We hope you enjoyed the 2 day course with us. @Shipley_College @cityandguilds #keighley



Christine Bates @chrisbatescb · 3h

Thank you to the excellent staff from @Shipley_College for delivering a very informative two days of training in customer service and world host ambassadorship ahead of #TDY2019 @letouryorkshire @Welcome2Yorks #tourmaker #volunteer 🙌



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