



Exceeding Visitor Expectations

Welcome
to Excellence

supported by

ASVA
Association of Scottish
Visitor Attractions



Who is it for?

This one-day customer service course from Welcome to Excellence is designed specifically for visitor attraction front-line staff and links with ASVA's new Quality Scheme for Scottish Attractions.

Participants will discover everything they need to know about being an ambassador for your attraction and delivering great service to your visitors.

“ We are all in the recommendations business, and customer service is only the final action in what has to be a much more strategic focus on the whole customer experience, because how you manage these experiences will determine the success or failure of your business. This is the best customer-focused course we have encountered, hence the reason we put every member of our staff through it. ”

Bob Downie, Former and Founding CEO, The Royal Yacht Britannia

Flexible options

Courses are run over a full-day and delivered by highly experienced and specialist trainers through in-house or open courses. We are also happy to train members of your own team to deliver the course to your staff and volunteers.

More than just a training course

The course content is closely aligned to the Association of Scottish Visitor Attractions (ASVA) Quality Scheme and will provide invaluable guidance and insight into the expectations of 5 Star service, efficiency, welcome and engagement a Quality Improvement Officer will anticipate during a quality assurance assessment.



Those successfully completing the training receive a Welcome to Excellence pin badge, and an attendance certificate.



Content tailored to attraction industry needs

Exceeding Visitor Expectations is designed for staff and volunteers working in visitor attractions. We've made it fun and interactive so participants can rehearse and prepare for situations they will encounter

in their front-line roles, and quickly gain the confidence to use their new customer service skills effectively in the workplace and be proud about the sector.

They learn about:

- **Creating great visitor experiences**

Working with colleagues to deliver world-class service to all your visitors

- **Identifying, meeting and exceeding visitor expectations**

Understanding your visitors and creating memorable experiences

- **Delivering high quality service**

Making a great first and lasting impression

- **Connecting with visitors**

Communicating successfully and understanding visitor needs

- **Engaging and inspiring visitors**

Going the extra mile and bringing your attraction to life

- **Resolving challenging situations**

Using visitor feedback positively and service recovery

- **Promoting your attraction**

Acting as an ambassador and encouraging repeat business

- **Planning for success**

Staying ahead of the competition



Booking a course couldn't be easier

For booking onto an open course please contact:

ASVA on **info@asva.co.uk** for more information, or visit the Events page of the ASVA website **www.asva.co.uk**

For in-house courses and training your own trainer please contact:

Welcome to Excellence on **023 8062 5533**

or email **welcometoexcellence@tourismse.com**

“ Visitor and guest expectations continue to evolve and standing still is not an option for successful operators. The Exceeding Visitor Expectations course is tailored specifically for the visitor attractions sector and provides participants with insights in delivering exceptional service standards, regardless of their organisation size and type. Equipping the team here at The Real Mary Kings Close with these tools has provided real tangible benefits and has been invaluable to our business. ”

Paul Nixon,
ASVA Chair and General Manager
of The Real Mary Kings Close



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