

# GTTP South Africa



## Customer Service Webinar



# GTTP

- **Global Travel & Tourism Partnership**
  - 12 member countries
  - Russia, Jamaica, Brazil, Kenya, Ireland, the UK, Canada, China, Hungary, Hong Kong and USA
- **Global partners:** World Travel and Tourism Council and large multinational tourism corporations such as American Express, Lufthansa, Hertz, Amadeus, HRG Rennies, and Starwood Hotels



# TTP: History

- Project initiated by American Express Foundation in 1994
- Support from SA included DEAT, Satour, SAA, HITB, Southern Sun Hotels, Fedics, Avis, Sabi Sabi and others
- Originally managed by Reach & Teach
- Developed curriculum
- Piloted with 14 schools from 1996
- Now have 2 400 schools and over 300 000 learners!



# GTTP SA: Products & Services

We are here to support YOU – The Tourism Teacher!

- Website – [www.gttpsa.org](http://www.gttpsa.org)
- Lesson Plans (LTSM's)
- Webinars
- Resources
- Competitions (great prizes!!)
- EduTour Club



# Customer Service Webinar

Sponsored by the National  
Business Initiative



# Customer Service Webinar Content

- **The Tourism Service Context**
- **A Professional Image in the Tourism Industry**
  - **Company Image and Identity**
    - Enhancing Company Image
    - Enhancing Corporate Identity
  - **The Image of the Employee**
- **What is Service?**
- **Service Excellence**
- **Customer Interaction Cycle**
- **Service Initiatives in South Africa**
  - **Tourism Service Excellence Initiative: TSEI**
- **Teaching ideas**

# Tourism Service Context



# WTTC Tourism Competitiveness Report

## 2007 World Travel and Tourism Council (WTTC) Competitiveness Report:

- South Africa was ranked 62nd out of 124 countries in the 2007 WTTC.
- Overall, the report found that the state of customer service delivery within the country was *inconsistent* with *extremes of poor to excellent service* being provided.

# Service in Tourism

- South Africans are friendly people – BUT we need to learn specific skills for service
- This will enhance our attractiveness to foreign tourists – and in turn grow the economy and support our magnificent tourism assets



# Professional Image in the Tourism Industry



# Company Image & Identity

Businesses in the tourism industry need to project a professional image at all times.

They do this through two aspects:

- The corporate image
- The corporate identity

# Corporate Image vs Identity

Corporate Image	Corporate Identity
<ul style="list-style-type: none"><li>• Mental picture that springs up at the mention of a firm's name.</li><li>• It is an impression that continually changes with the firm's circumstances, press coverage, performance, etc.</li><li>• Similar to a firm's reputation or goodwill, it is the public perception of the firm rather than a reflection of its actual state or position.</li><li>• It is fluid and can change overnight from positive to negative to neutral.</li></ul>	<ul style="list-style-type: none"><li>• Combination of colour schemes, designs, words, etc., that a firm employs to make a visual statement about itself.</li><li>• It is an enduring symbol of how a firm views itself, how it wishes to be viewed by others, and how others recognize and remember it.</li><li>• Corporate identity is conveyed by things such as buildings, décor, logo, name, slogan, stationery, uniforms.</li><li>• Corporate-identity is either strong or weak and is more or less permanent unless changed deliberately.</li></ul>

# Enhancing Company Image

- Company image is created by the products, services and activities of a company and how it handles the public.
- If, for example, an airline or bus company has an accident, its company image will be damaged

# Enhancing Company Image

- The **level of service** that one receives from a company can affect its image
- **Service staff, through their behaviour**, have a critical role to play in enhancing or protecting the company image.
- **Policies** enhance company image, for example:
  - How the phone is answered
  - How a client is greeted
  - How complaints are handled
  - How a bill or account is presented



# Enhancing Corporate Identity

- Every company needs a visual ID that makes it different from other companies in the market.
- When you have a look at a famous trademark such as Coca-Cola, you can easily identify it among other companies by its famous red colour and specific writing style.



# Enhancing Corporate Identity

A business corporate identity is based on three elements:

- **Corporate designs:** logo design, brochure design, flyers, business cards, uniforms, and corporate website and stationery
- **Corporate communication:** public relations, advertisements
- **Corporate behaviour:** ethics, values and employee behaviour

# Example: Kulula

- Kulula is known for its funky, bright green corporate identity.
- Its advertisements, and even its aircraft, are often the topic of conversation.
- It has stayed far away from the conventional airline identity, and stayed true to its name 'Kulula' which means "It is simple

# Example: Kulula



# Example: Kulula



# Company Logo



- The identity is the look of the company which is visible through primarily its logo, the colours of that logo, and how these are carried through to the rest of its artefacts such as stationery, uniforms, branding, and so on.
- When people see a company's logo, it should mentally and visually connect them to the company's name and products.

# Corporate Identity



Companies usually have very strict guidelines about:

- How their logo is used on stationery and other printed items like brochures
- The very specific colours of the logo that are used as corporate colours
- Dress codes or uniforms – these are either supplied by the company or are guidelines which can be a dress code that specifies something as simple as wearing black jeans and white shirts in a restaurant.

These are usually managed by the corporate affairs or marketing departments of a large business

# The Image of the Employee

- Professionalism and related concepts are very difficult to describe.
- These concepts generally govern how someone conducts themselves at work.
- It includes the behaviour you display at work, the attitude you have at work, how you present yourself physically and the way you conduct yourself.
- It also includes work ethics and morals.
- Professionalism begins with how you look.

# Tips for presenting a professional image

## How you look:

- **Professional Clothing:**

- **Uniforms** are a good way to make everyone looks neat, tidy and professional. Uniforms, overalls and aprons should be washed regularly, and kept clean and in good condition.
- Dirty clothes, or clothes that need mending – for example clothes with missing buttons, a hem that has come down, or a hole or tear in a garment are very unprofessional, and create an impression of sloppiness.

- Limit excessive **make-up, jewellery or perfume.**

- **Name badges** for staff are useful and professional and enable guests to communicate more personally with yourself or your staff.

- **Posture:** maintain an upright and attentive posture – no slouching or leaning against walls or furniture.



# Personal Hygiene



Personal hygiene is an important part of being professional. Service staff must always practice personal cleanliness and:

- shower, bath or wash thoroughly every day and use deodorant
- keep hair and nails neat and clean
- brush teeth at least twice a day
- always wear clean clothes

# Tips for presenting a professional image

## What you do:

- Always maintain a professional attitude and always be keen, eager and attentive.
- Maintain a quiet tone at all times; don't talk loudly or shout in the business environment.
- **Punctuality:** Be on time for any business engagements such as meetings, workshops, and other business activities.

# Tips for presenting a professional image

## What you do:

- **Phone etiquette:**

- Do not have your family or friends phone you while you are conducting business unless it is an emergency.
- Do not conduct personal conversations on the telephone during business, *especially* not in front of guests or customers.

- Do not fidget with your body when dealing with guests or colleagues, examples are scratching your ear, touching your face or nose, pulling your hair or anything like that.

# Behaviours to avoid

Sometimes people do not realise they are not being professional. The following behaviours are not professional and create a poor impression at work.

Service staff should not:

- Chew gum
- Kick off shoes at work and walk barefoot
- Slouch or lean on counters or desks while talking to clients or colleagues
- Eat in public or guest areas
- Sit on the floor in public or staff areas
- Talk too loudly with colleagues or friends: talking, shouting, laughing in public or staff areas

# Behaviours to avoid

- Wear T-shirts (especially coloured T-shirts or with pictures or logos) under formal shirts
- Be over-friendly with guests – using terms of endearment to guests like 'my dear', 'darling', 'sweetie' or other terms like that.
- Amend their work uniform by, for example adding decorations, shortening skirts and so on.
- Wear inappropriate underwear such as a black bra under a white shirt, or have any undergarments showing.
- Staff should not be huddled together talking to each other when they should be watching and serving guests.

# Service Excellence



# Learner Activity: Dictionary search

Look up the word 'service' in dictionaries in the classroom or on the Internet.

You may even give the learner a sheet of explanations.

From these, make up their own short definition of the concept of 'customer service'.

They may do this on their own, in pairs or groups.

# Defining Service

Customer service is the provision of service to customers before, during and after a purchase.

The customer may purchase *goods* or *services*:

- **Goods** are items that we can touch, hold or feel, e.g. food, clothing, books, TV's etc
- **Services** are things that cannot be physically felt. Services include those of doctors, teachers, waiters, travel agents, nurses, government officials, etc



# Service Industries

- The tourism and hospitality industries are service industries.
- This is important to understand because *how* we deliver our products – a tour, a night of accommodation or a tourism experience – is the service delivery aspect of our businesses.

# Service ethic

## Service Ethic:

- Taking pride in serving others to the best of your ability and so that they enjoy the experience.
- Being competent, attentive, friendly and available.



# Why is good customer service important?



- It is the most important thing a business has to sell.
- It creates an important difference between businesses that all sell the same basic product like, for example, a hamburger, a hotel room or a rental car.

***Service is the differentiator!***

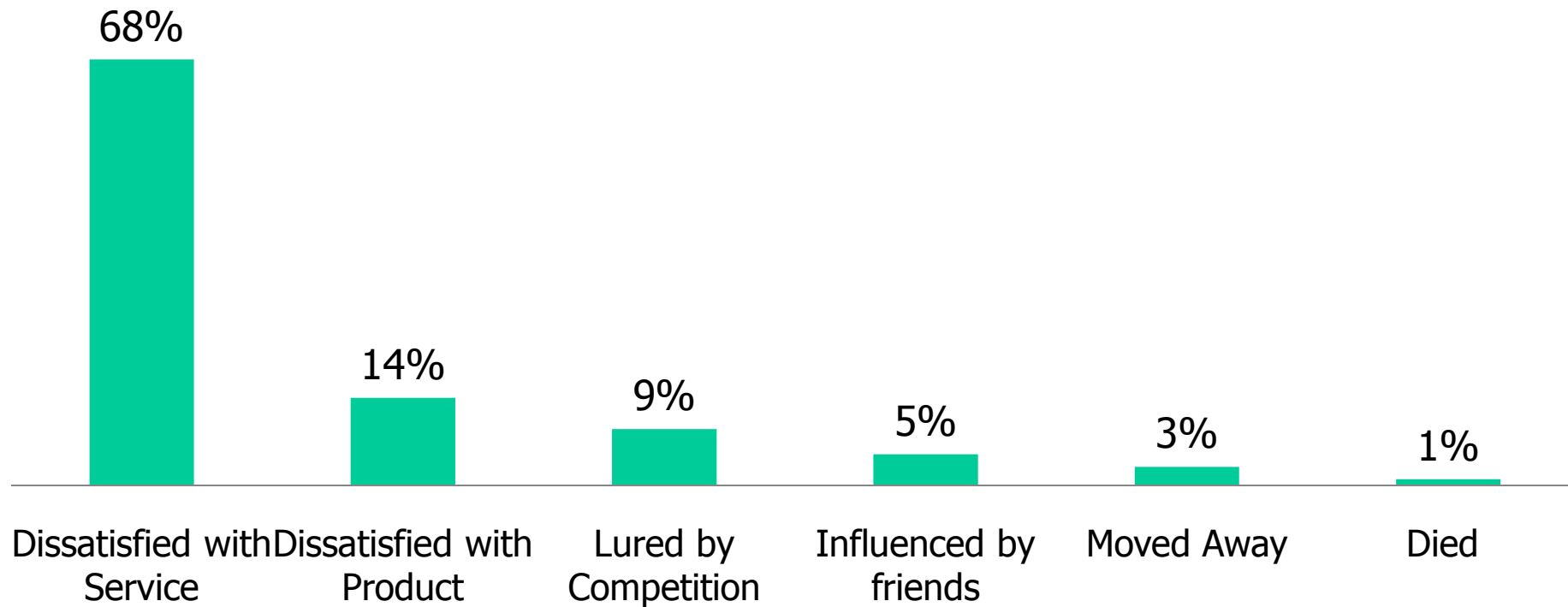
# Business Statistics

- The average business loses 15 to 35% of its customers each year.
- It costs 5 to 10 times more to acquire a new customer than to keep and grow an existing customer.
- A guest who had a good experience will tell 3 people; a guest that had a bad experience will tell 10 people (and today, guests will post their experiences on the Internet and inform thousands in one click of the mouse).
- Reducing lost customers by 5% boosts profits by at least 25%.



# Why Businesses lose Customers

## Why Businesses Lose Customers



# Learner Activity

- Copy the graph and distribute it to the learners, or draw in on the board.
- Facilitate a class discussion on interpreting the data in the graph, and what it means in the service industry.

# Service Standards

In the tourism industry the following standards of service excellence are recognised just about everywhere in the world today:

- A welcoming smile
- Sincerity and warmth
- Introducing one's self and using the person's surname (Mr/Mrs/Ms) or the words 'sir' and 'ma'am' or 'madam'
- Having a neat appearance, and smelling pleasant
- Using polite language
- Having great listening skills (talk, be quiet, listen carefully)
- Being relaxed and natural but pay attention

# Moments of Truth

- Every time we have contact with a customer, we make a good or bad impression either about ourselves or about the business we work for.
- Any time a customer comes into contact with a business and forms an opinion about the quality of its product or service is called a ***'moment of truth'***.

# Examples: Moments of truth

- These are moments when the customer makes a decision as to whether or not their expectations have been met, and whether their impression of the business is a good one or a bad one. For example when a guest:
  - Makes a complaint
  - Arrives at a hotel reception or restaurant entrance and is greeted by the staff

# Touchpoints

## Moments of Truth happen at Touchpoints

These service points are when a client, customer or guest comes in touch with the business, its product or service.

- Touchpoints occur before, during and after a customer buys the product or uses the service.
- It refers to the experience
  - *before* the sale (like making a reservation) or
  - *afterward* (like sending an account).

# Examples: Touchpoints

## Example of touchpoints for car rental:

- Website
- Reservations agent
- Location of rental agency
- Counter transaction
- Vehicle
- Leaving the location
- Returning the vehicle
- Invoice



# Controlling the Touchpoints

- By identifying touchpoints, a business can assess the quality of the guest experience.
- Once this is done, they can make changes to improve the experience of the service they offer.

# Service Excellence

- As we now understand, the tourism and hospitality industries are ***service industries***.
- We are not selling a product that is tangible – in other words, you cannot really feel or touch it – you have to experience it.
- Our products are more about experiences, and these are provided with the element of service.
- This is important to understand because *how* we deliver our products – a tour, a night of accommodation or a tourism experience – is the service delivery aspect of our businesses.

# The people we serve....

The tourism industry uses various names for the users of our services and products. Examples from different sectors are:

- In tourism services such as tour operations, we call our customers ***tourists***.
- In the car rental business, our customers are called ***clients***.
- In the airline industry, customers are called ***passengers***
- In retail such as craft markets and curio shops, we call them ***customers***.
- In the hospitality industry we like to call our customers ***'guests'***. It makes us feel more like we are hosts to friends and family, and that is how we should treat them – with the care and consideration that we show people who are dear to us.

# 3 Kinds of Service

Poor Service	Adequate Service	Excellent Service
Customer expectations are not met	Customer expectations are met	Customer expectations are met and exceeded

# Result of bad Service



# Learner Activity: Exceeding Expectations

Think up ideas to exceed the guests' expectation in the following cases:

- A guest asks you where they can go for dinner near your B&B
- A tourist on your tour asks about what local newspapers are available to read.
- A tourist buys a souvenir from your craft stall.
- A guest in the B&B wants to know how to get to the nearest bank or shopping mall
- Guests that have booked to stay in your B&B are bringing their baby.
- The tourists on your coach want to know where they can buy cold drinks and snacks
- A tourist remarks that they wish one of your products was in a different colour.
- A guest remarks on a lovely painting by a local artist that is hanging in the dining room

# Customer Interaction Cycle

## FIRST IMPRESSIONS

- Be Ready
- Welcome
- Build Rapport

## SURPRISE & DELIGHT

- Observe
- Ask & Clarify
- Listen & Respond

## BE MEMORABLE

- Go the “Extra Mile”
  - Check for satisfaction
- Show Appreciation

# First impressions

- *Be ready – it all starts inside! Your attitude*
- *Welcome*
- *Build rapport*



# Surprise and Delight!

- When we provide service that is better than the customer expects, this is the opportunity to surprise and delight them.
- There are many ways to do this in the travel and tourism industry, and this is what distinguishes an ordinary business from a truly great one.



# Surprise and Delight!

- Making good eye contact when addressing someone
- Speaking in a way that a person can be easily understood (clearly and slowly enough to accommodate accents)
- Excellent knowledge of the services and products that you and the general tourism industry in your area offer
- Being able to direct people to the right place first time round
- Total efficiency – being quick and competent at doing your job
- Anticipate guest's needs and act on them before they have to ask
- Willingness to exceed guest or tourists' expectations

# Surprise and Delight!

Going beyond these basics provides the opportunity to surprise and delight our customers. We can do this by:

- *Watching the customer* – they will often indicate that they need something by looking around, being uncomfortable, etc.
- *Ask them and clarify their needs* – offer if you can get them anything, find out what they want or are looking for
- *Listen and respond to their requests* – and give them more that they have asked for if possible.

# Be Memorable!

- Check for satisfaction
- Show Appreciation

Go the extra (S)mile!



# Service Initiatives in South Africa



# SA Welcome

The SA Welcome Campaign was launched In December 1999 to spearhead the building of a tourism nation.

It aimed to increase South African awareness about the importance of tourism to the growth of our economy.

It encourages all South Africans to make visitors feel safe and welcome.



Welcome



# SA Host



- SA Host, a national customer-service training programme, was introduced in December 2001.
- The programme aims to develop and promote a culture of customer service in South Africa by creating awareness of the importance of the individual's role in delivering superior customer service in their place of work and their community.
- SA Host is for any business that has customers and for all people in the service industry



# Tourism Service Excellence Initiative



- In 2010, as the host country for the FIFA World Cup, South Africa sought to improve overall customer service, in anticipation of the millions of guests to the games.
- In support of this vision, the National Department of Tourism (NDT) crafted the Tourism Service Excellence Strategy to take Service Excellence in the Tourism industry to greater heights.



# Tourism Service Excellence Initiative



Aimed at employees in the tourism sector who engage with tourists international and domestic tourists from both the public and private sector

- **Private Sector:** Travel and tourism, hospitality, fuel retail – petrol stations attendants, transport, banking
- **Public Sector:** Immigration, customs, SAPS and traffic police, local Government, Tourism Officials



# Tourism Service Excellence Initiative



The National Department of Tourism (NDT) commissioned the Disney Institute to develop and deliver the Tourism Service Excellence Initiative. The Disney Institute developed Service Excellence Seminars which were designed and focused on creating a culture of service excellence. These seminars were delivered across the country before the 2010 World Cup,



# Disney Guest Service



The name 'Disney' is synonymous with world class service. Walt Disney never called customers... customers.

He initiated the Disney policy that continues today of thinking and talking about the visitors to the parks as **guests**... not just customers.

It is reported that Walt used to severely reprimand an employee who wrote the word guests without a capital 'G.'

Walt believed that customer service diplomacy could be stated that simply... treat each person as an honoured guest with a capital 'G.'



# Tourism Service Excellence Initiative



The TSEI provides the following Service Excellence Guidelines and Behaviours:

- I present a positive attitude at all times
- I am considerate and respectful to all customers
- I go the extra mile

## Be brilliant - Tourism Service Excellence Initiative

This initiative is presented by:



**tourism**  
Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA



[www.rooms4u.travel](http://www.rooms4u.travel)



**TSEI**  
Tourism Service  
Excellence Initiative



# Teaching Ideas



# Learner Activity: Checklist of Staff Appearance

Draw up a checklist for tourism or hospitality staff to ensure that they are professionally groomed and presented at all times.

This may be for tourist guiding, for cookery, or dealing with guests in a hotel.

# Learner Activity: Role Plays

Facilitate a session of role playing with the learners.

Use the 7 examples provided in the LTSM for ideas of customers and situations.

# Learner Activity: Examples of Poor & Excellent Service

Learners must write down incidents of where they have received poor service - this could be at a café, fast food outlet, clothing store, etc. Discuss in class how this service made them feel.

So the same for examples of excellent service.

# Teaching Tips & Ideas

- Collect a number of guest satisfaction surveys from a range of outlets such as hotels and restaurants. Keep these on file to show your learners real examples from the world of work.
- Ask one of your industry partners for a copy of their employee code of conduct. Try to collect a few of these and read excerpts of these to your learners to emphasise what industry expects of their employees in terms of how they should behave and dress at work.
- Invite a guest speaker to come and talk about how their business defines and practices service excellence. Examples of who to ask are a hotelier from a reputable hotel group like Southern Sun hotels, Avis car rental (their slogan is 'We try harder' – what does this mean in terms of service?) and a fast food outlet such as Nando's.

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# Thank You!

