WorldHost Destination Initiative

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People 1st

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At least 80% of business owners across Fife believe that their business already provides high quality and consistent customer service

.... which is worrying given that on average only 8% of their customers would actually agree !!!

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of businesses never hear from an unhappy customer again !!!

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1:26 rule

for one 1 bad experience in your business …….. that you are told about, there are at least 26 other customers with the same issues that didn’t tell you

…… at least not to your face ??
Lets assume-

- Facebook  - 120 Friends
- Twitter   - 200 Followers
- Linked-in - 300 Contacts
- Trip Advisor - 500 Reads

...... that's **1,120** people who have potentially been told not to visit your business

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But there was 27 in total with the same complaint ....

....... that’s over 30,240 people who have potentially been told not to visit your business !!!
Can any business (large or small) afford to loose 30,000+ potential customers because of poor customer service standards?

“it costs a business on average 5 x more to attract a new customer than it does to retain an existing one”

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Some good news 😊 !!

70% of customers will use your business again if their complaint is resolved.

95% if the complaint is handled quickly and professionally.

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At some point in the life of a business there will be a service failure.

How well a business is equipped to handle this situation when it arises can and will define the ultimate success or failure of the business.

**Customer service is the biggest differentiator !!!**

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The bottom line is ........ the bottom line

“Good Customer Service
is exceptionally good for your business”
So what is the solution ???

The easy route would be to say that ..... 

“investing in a good customer service programme for your staff will easily solve all your problems”
12 regions across Scotland are now committed to achieving WorldHost Regional Destination Status.

Benefits include:

- Demonstrating commitment to providing the very best service across the regional visitor economy, helping to drive up visitor numbers, referrals, revenues and repeat business.
- Boosting quality through a recognised benchmark.
- Creating healthy competition.
- Giving the regions visitor economy employees the opportunity to achieve a nationally-recognised qualification in customer service.
- Enabling the region to display and market the WorldHost Recognised Destination logo.
- Creating positive PR and marketing opportunities for individual businesses.

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The **BENEFITS** that **WORLDHOST** can bring to your **business**

- **Increased revenue**, average spends and net sales
- **Improved occupancy levels** and repeat business
- **Better communication** between staff & customers
- **Increased staff motivation** & reduced turnover and absenteeism
- **Positive PR opportunities** for your business
- **Display the WorldHost logo** on all of your marketing collateral
- **Improved customer service ratings**
- **Improved quality assurance scores/ratings**

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WORLDHOST IN SCOTLAND SINCE 2011

24,000+
Delegates trained
This now represents over 10% of the industry workforce in Scotland

2,000+
WorldHost workshops delivered

2,700+
Businesses engaged with

206
Licensed trainers in Scotland

£2.25m
Industry Investment in WorldHost across Scotland since 2011

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The WorldHost SME Subsidy

If the business employs less than 150 people, is not part of any UK or International Chain or Group and is located in one of the regions taking part in the project, they could take part in the WorldHost programmes at a significantly discounted price.

Thanks to our SME funding package, supported by Skills Development Scotland, businesses can save £40 per person on the cost of your training.
STA SIGNATURE CONFERENCE | 15th March
ONE DAY ONLY. DON’T MISS OUT
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