



Guests First

Customer Service Training Program

PRESENTED BY

fort
MYERS
LEE COUNTY VISITOR &
CONVENTION BUREAU



TRAINING OVERVIEW

Lee County front-line and management professionals can expand their skill set through specialized hospitality training with the Guests First program. After completing the program and passing the American Hotel Lodging & Educational Institute (AHLEI) examination, each participant will become a Certified Guest Service Professional (CGSP®). Let's make Lee County the friendliest destination in the world.

ATTRIBUTES, AWARDS AND RECOGNITION



1,114 CGSP®
CERTIFICATIONS
3,848 PARTICIPANTS
AND COUNTING



16
CERTIFIED PROPERTIES AND
PARTNERS IN LEE COUNTY



99%
PASSING RATE



140
BUSINESSES IN LEE COUNTY
HAVE AT LEAST ONE CGSP®



64
PARTNERS HAVE HOSTED GUEST
SERVICE GOLD TRAININGS AT
THEIR LOCATIONS



INCREASED
CUSTOMER SERVICE
SCORES

- **1999** Lee County starts customer service training
- **2010** Focus on guest service and soft skills training
- **2012** Harvard University named Lee County VCB's Guests First program one of the 111 Bright Ideas in government
- **2013** The VCB entered a first-of-its-kind partnership with the AHLEI
- **2013** Lee County integrates AHLEI's Guest Service Gold® into Guests First Program
- **2017** Lee County adopts Guest Service Gold® Tourism
- **2018** Certified Guest Service Partner designation
- **2018** Lee County challenged community businesses to certify individual team members and work toward Certified Partner designation
- **2019** Lee County VCB partnered with several organizations to provide the Guest Service Gold® Tourism training and certification to job seekers
- **2022** Guests First surpasses 1,000 CGSP® graduates

Nicole King-Smith, Ph.D, CHT, CGSP, Lee County hospitality & tourism training manager,
says that achieving more than 1,000 CGSPs is especially significant as it was accomplished
during a global pandemic and a workforce shortage.

"Knowing how to make every guest's visit enjoyable and memorable contributes to an experience that encourages repeat business, increases new visitors and boosts visitor spending."



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TRAINING MODULE OVERVIEW

*Required modules.

Modules are 2.5 hours each.

FIRST, OUR GUEST BASICS*

In this session, we will take a closer look at the different levels of service, outline key hospitality skills and articulate the essence of customer service — painting a clear picture of what that means for our guests.

DO YOU HEAR WHAT I SEE?*

First impressions are everything and most of the time we are not aware of the impact we leave with our verbal and non-verbal communication. We explore the importance of listening skills and how to bring a positive vibe to our customer service interactions.

IF YOU THINK YOU CAN, YOU CAN!*

Arrive with an open mind as we push the boundaries of self-perception and elevate self-awareness. Embracing change, discovering balance and uncovering our passions are within everyone's reach. Walk away with an understanding of how this enhances our interactions with both coworkers and guests.

RESOLVING LESS THAN PERFECT SITUATIONS*

Is the customer always right? Absolutely! That is why we focus on our emotional reactions to complaints and conflict. We also learn how to employ the Guest Service Recovery Formula and defuse situations through active role-playing.

LET'S LOOK INSIDE*

Elevating customer service to its peak begins with cultivating hospitality within ourselves. Join us as we discover ways to enhance and build relationships with our colleagues by practicing, emphasizing the importance of practicing respect and acceptance.



THE ICING ON THE CAKE*

Basic customer service is good — reaching for excellence is even better. In this session, we learn ways to exceed customer expectations by anticipating the guests' needs, utilizing community resources and understanding how to accommodate all guests, particularly those with accessibility needs. Get ready to depart with a newfound sense of innovation to craft your signature service approach.

MAKE THE TRAINING STICK

Specifically designed for supervisors and managers, this session focuses on the critical role of leadership in shaping workplace culture. Gain valuable insights into employee learning styles, reinforce key takeaways, and how to effectively transfer knowledge acquired from the Guests First training. It's a discussion essential for those steering the ship toward a positive and thriving work environment.

BRIDGING GENERATIONS

Navigating a workforce with four — soon to be five — generations demands an understanding of generational behaviors for a harmonious and effective team atmosphere. Join us in this as we concentrate on harnessing the unique talents of each generation to build a collaborative and inclusive workplace.