



# World Tourism Institute

Cape Breton Island  
Tourism Training Network

*Customer  
Service Excellence*

Canada 

This project is funded in part by the Government of Canada's Sectoral Initiatives Program

Pjila'si

Bienvenue

Ciad Mile  
Fàilte

Welcome



A group of people are gathered around a table in a meeting room, engaged in a discussion. The scene is dimly lit, with a focus on the participants. A white rectangular box is superimposed over the center of the image, containing the word "Experience" in a bold, black, sans-serif font. The background shows several people, some wearing blue shirts, looking towards the center of the table. The overall atmosphere is professional and collaborative.

Experience



# AGENDA



- Goals of Exceptional Service
- Customer Services Skills



# EXCEPTIONAL EXPERIENCE



WHAT MAKES A  
VISITOR  
EXPERIENCE  
EXCEPTIONAL?

# AS HOSPITALITY PROFESSIONALS



Our Tourism Service Goals should be to:

Exceed Expectations

Expand the number of return & new visits through increased customer satisfaction

Provide EXCEPTIONAL customer service

# EXCEPTIONAL VISITOR SERVICE



Visitor  
Satisfaction

Increased  
Market  
Share &  
Revenue





# Providing Customer Service Involves



- Professionalism
- Active Listening
- Respect
- Solving Problems
- Sharing Information
- Showing Gratitude

# Customer Service

## Guests want to feel:



Safe



Secure



Welcome

# Pre-Trip Customer Expectations & Perceptions

Visitors have expectations before they leave their homes

Guest expectations of their experience have already been formed

Customer perceptions are formed during and after the transaction



"The customer's perception is your reality."



# Is your business providing information before your customers leave their home?

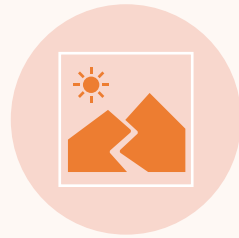
We all Research before we Act



WHERE DO WE WANT  
TO GO?



HOW LONG WILL OUR  
TRIP BE?



WHAT DO WE WANT  
TO DO WHEN WE GET  
THERE?



HOW MUCH WILL IT  
COST?



CHECK FOR LAST  
MINUTE  
DEALS/OFFERS.

# United Breaks Guitars







# Customer Service Excellence Skills



Interpersonal Communication

Empathy

Problem Solving

# Bad Customer Service





# SKILL #1

## Customer Service Excellence

Interpersonal  
Communication







# What is Interpersonal Communication?

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- Sharing
- Understanding
- Meaning

Interpersonal communication involves the information, ideas, and feelings being exchanged verbally and non-verbally between two or more people.





# Communication & Miscommunication

- Are you using the correct medium?
  - Phone Call
  - Email
  - Text
  - Face to Face
- Connections
  - Interpretation
  - Perception



# Improving Verbal Communication

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Define	Define Your Terms
Use	Use Precise Words
Control	Control Tone
Check	Check For Understanding
Be	Be Results Oriented





## Reciprocity

- Mutuality
- Nonjudgemental
- Honesty
- Respect





# Fairness In Communications

Culturally  
Aware



COMMUNITY

LIFE  
DIVERSITY

EQUALITY



# Poor Communication

- Misunderstandings
- Mistakes
- Conflict
- Wasted resources
- Loss of Clients



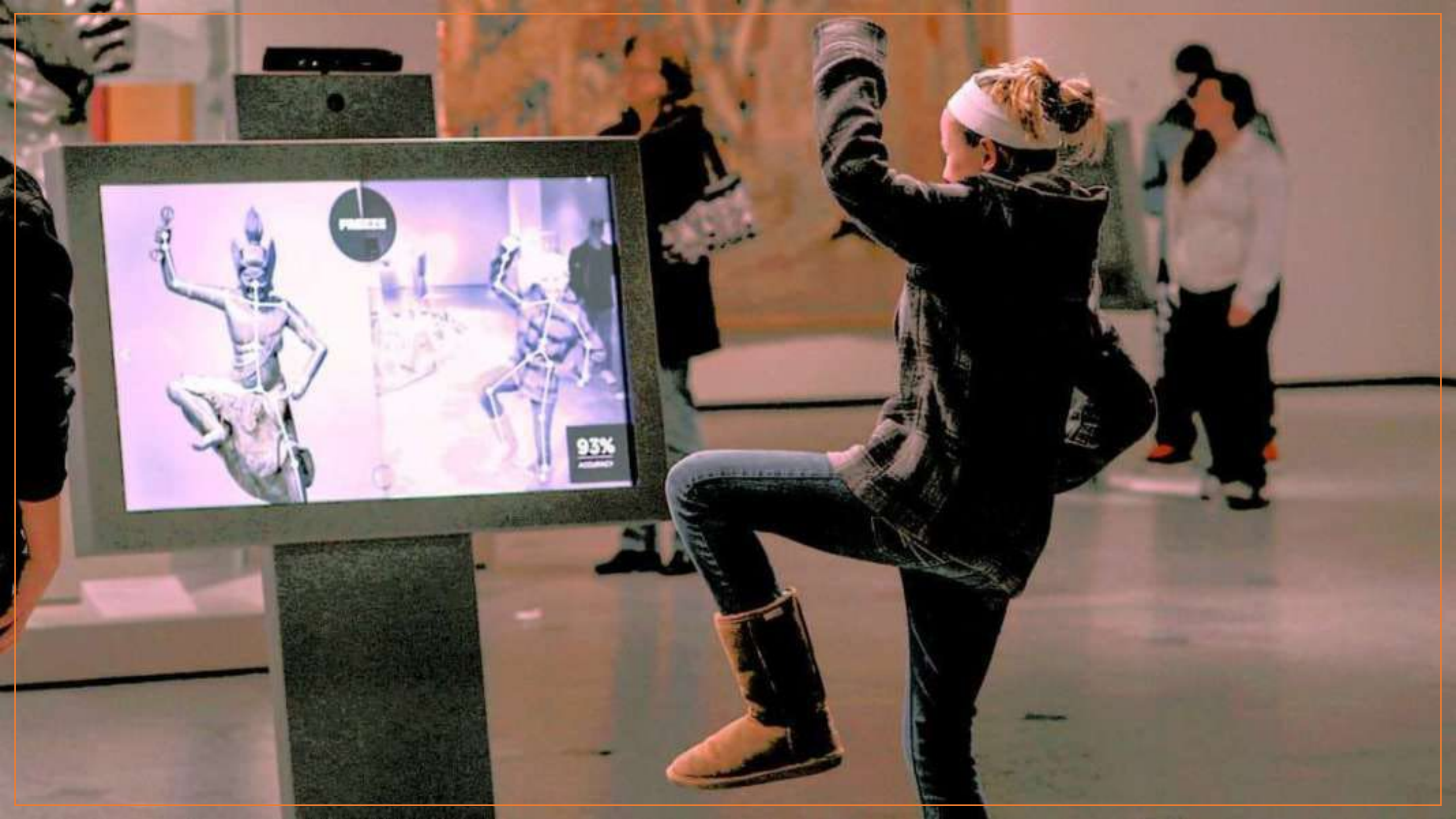


# Visitor Experiences Examples









FREEZE

93%







# SKILL #2

## Customer Service Excellence

### Empathy

The ability to understand and share the feelings of another.





# Empathy

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**Are you able to see things from someone else's point of view?**

Practice by:

- Giving Your Full Attention
- Considering Other People's Perspectives
- Taking Action





# The Three Stages of Empathy

- Cognitive
- Emotional
- Compassionate



# What Is Active Listening?

## Active Listening

- Fully Present & Fully Attentive

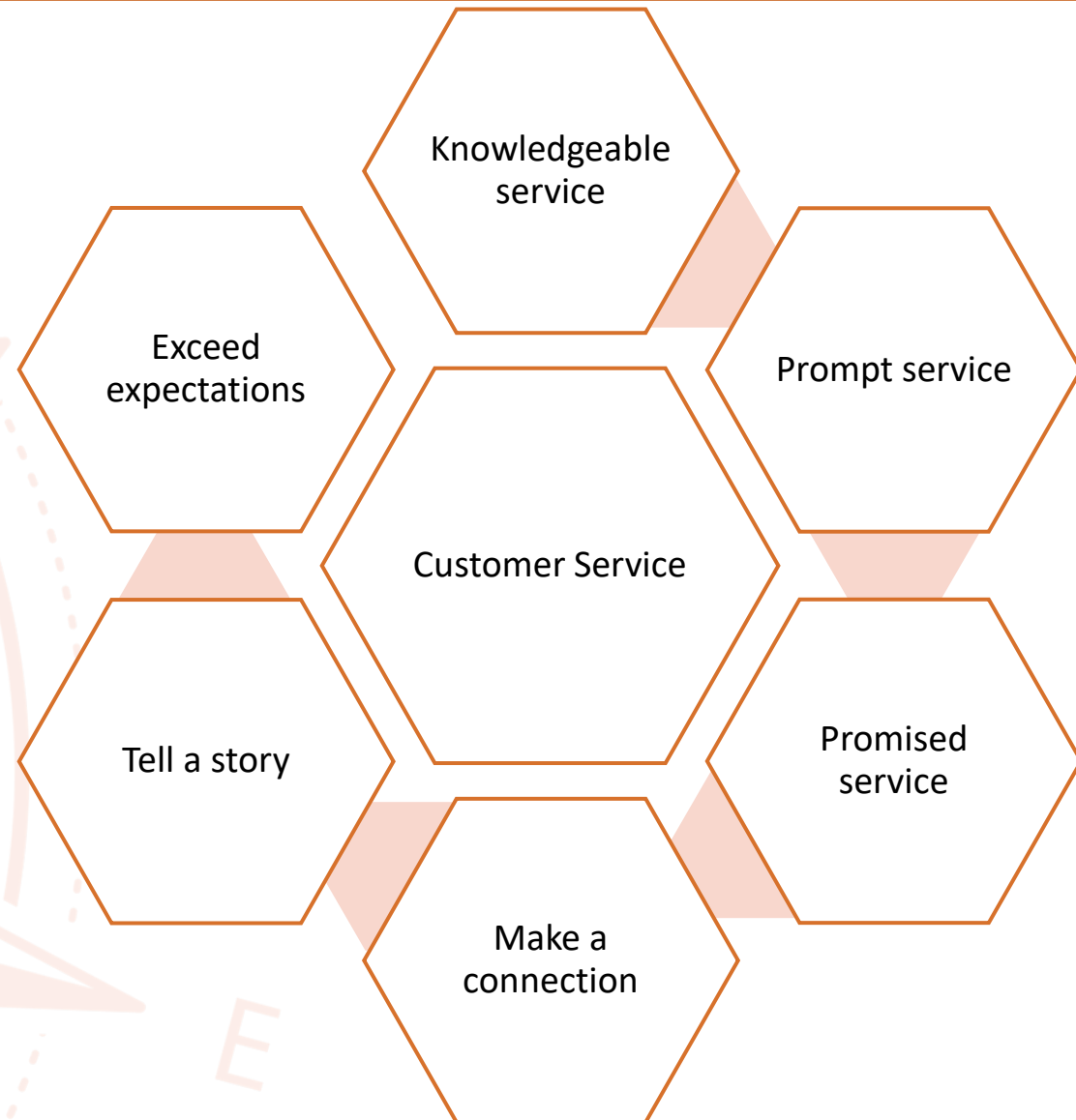
## Tips

- Maintain eye contact
- Don't interrupt
- Focus your attention on the message, not your internal monologue.
- Ask clarifying questions to communicate interest and gain insight.



# Customer Service

**How can we ensure the  
quality of every guest  
interaction?**





# Customer Service

When have you had an excellent customer service experience?

When have you had a poor customer service experience?

How did interpersonal communication and empathy play into that experience?

# What is Customer Service Excellence?

How do Interpersonal Communication & Empathy relate to your ability to....



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Convey a sincere interest in others

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Maintain a positive attitude

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Know their organizations inside and out

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Track your own performance

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Take initiative

# Conveying a Sincere Interest in Others

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- Flexible
- Adaptable





A man with short brown hair, wearing a blue button-down shirt, stands in the center of the frame. He is smiling slightly and looking towards the camera. The background is a vast, hazy mountain range under a clear sky. The overall tone is positive and inspirational.

# The Power of Your Positive Energy



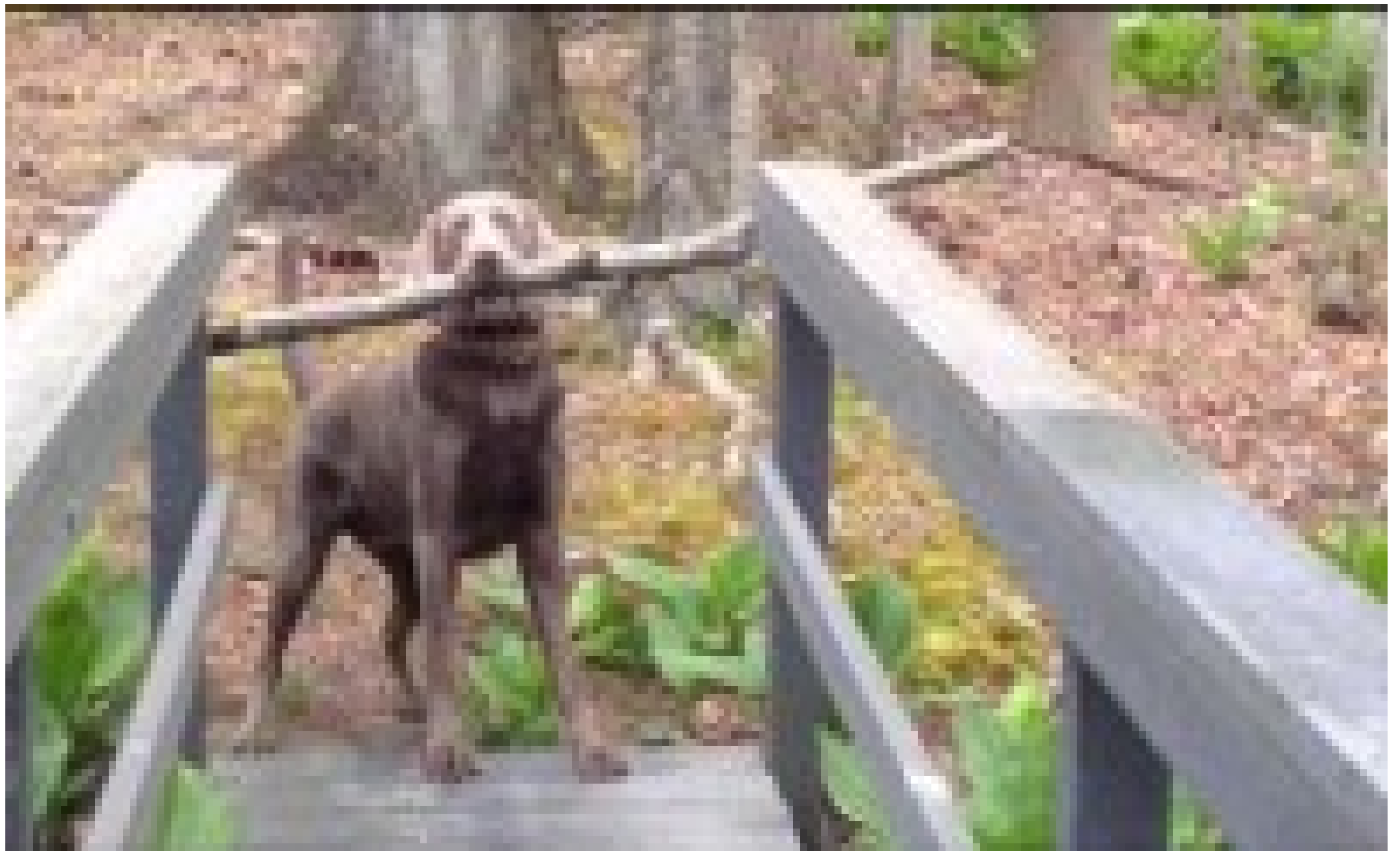
# SKILL #3

## Customer Service Excellence

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Problem-  
Solving





# Problem Solving

Identify

Identify Problems

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Brainstorm  
& Analyze

Brainstorm & Analyze Solutions

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Evaluate

Evaluate Results

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Implement

Implement Best Solutions

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Choose

Choose the best Solution

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# Identifying Problems



**Problem identification is important because it...**

- is the critical first step in the process
- helps clarify and define problems so they can be effectively solved

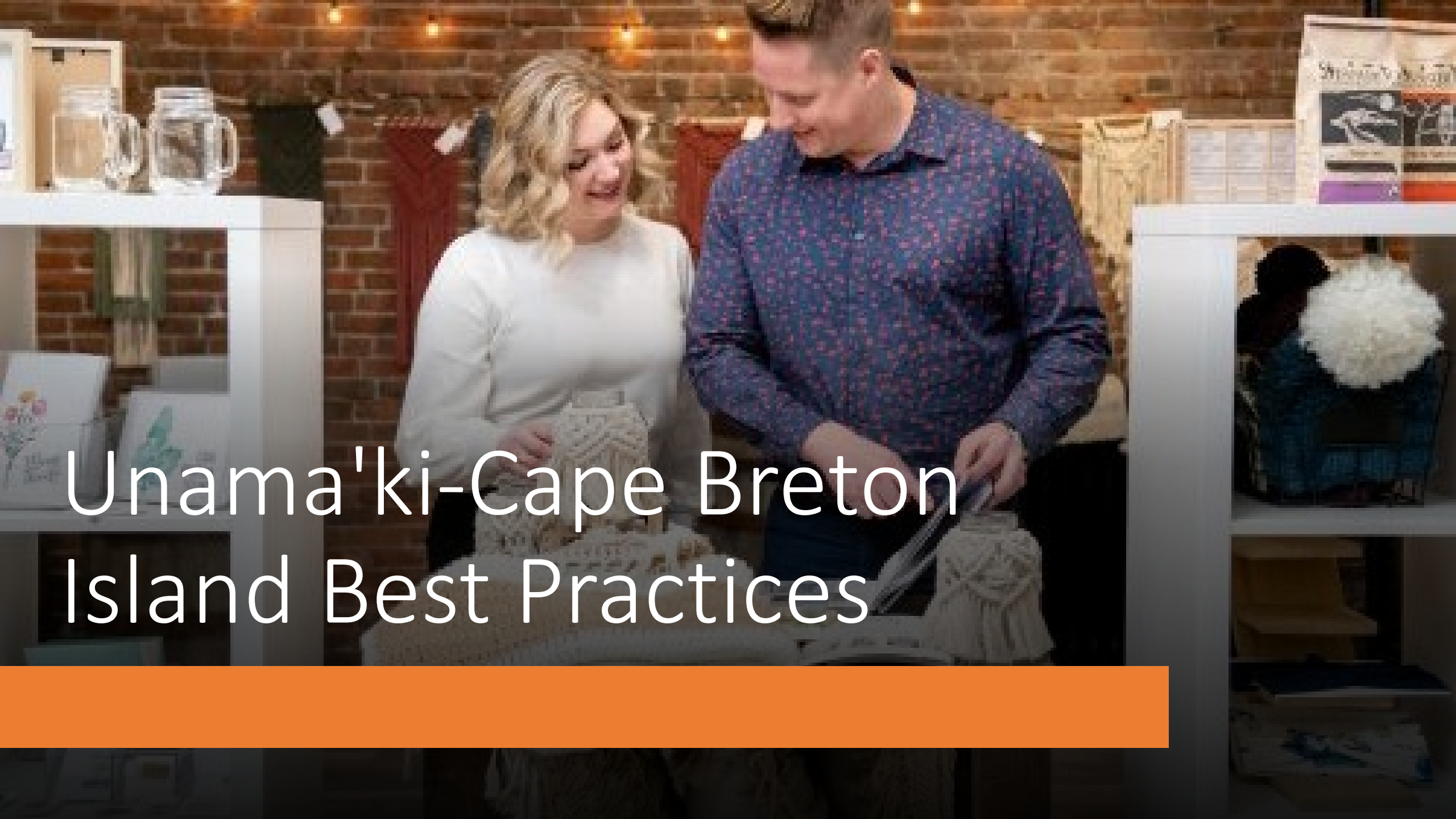


# Problem Solving

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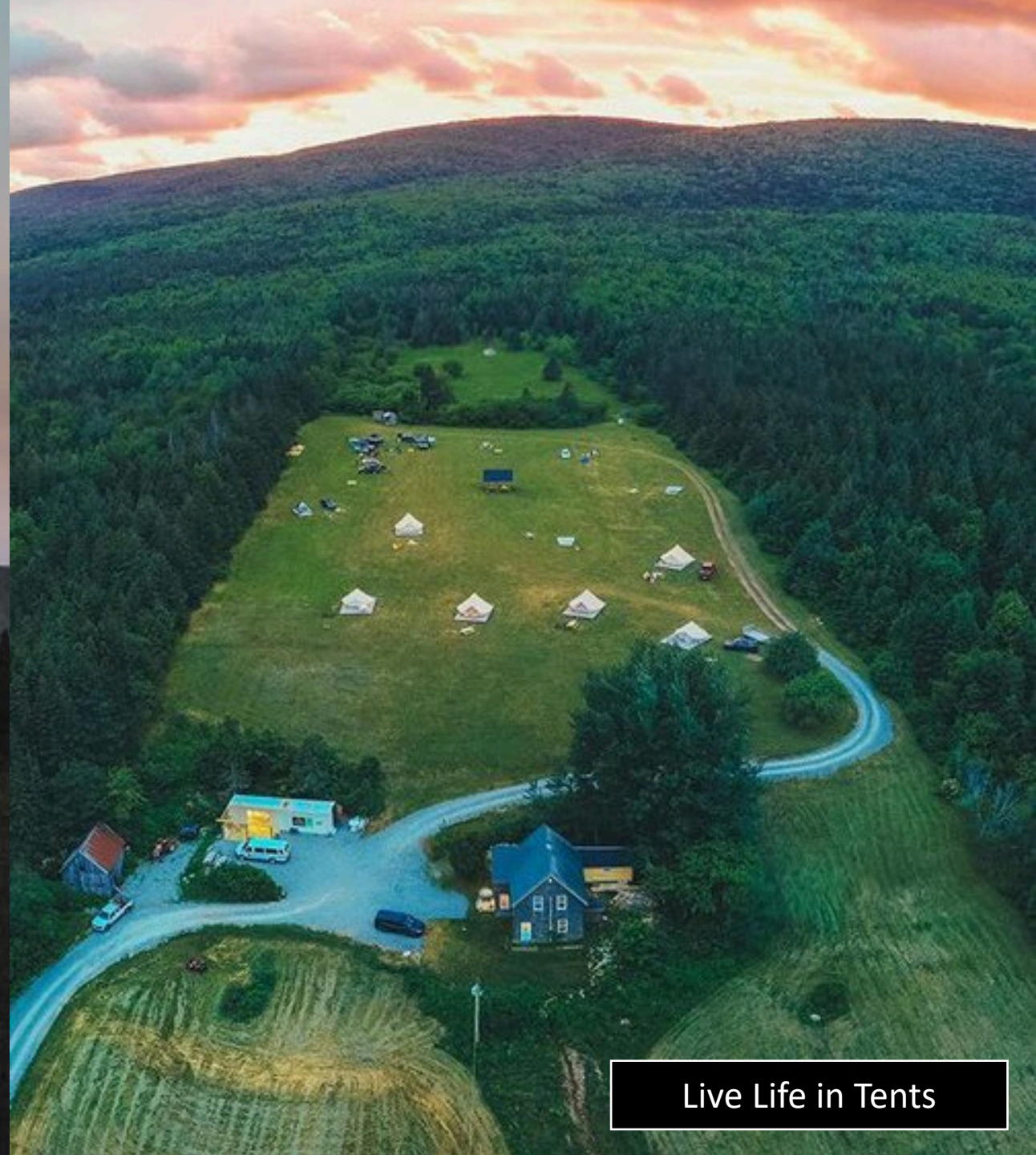
- Clearly define the problem
- Don't jump to conclusions
- Allow your guest to express their concerns
- Don't take it personally
- Involve the right people, where necessary
- Review possible solutions
- Review the outcome with the guest to ensure the solution meets their needs
- Allow your guest to move forward with the solution





# Unama'ki-Cape Breton Island Best Practices





Live Life in Tents





Highland Village





[Make a Reservation](#) [Menu](#)

# *Cabot Cliffs*





Destination Cape Smokey





North Star Inn





Lakeside Luxury Domes



# WOODROAD





[BISTRO MENU](#) [CATERING](#) [EVENTS](#)

# BLACK SPOON

[EXTRA SPOONS](#) [ABOUT US](#) [CONTACT](#)

*o u r f u l l m e n u*

*pull up a chair, have a taste, come join us...*

**Life is so endlessly delicious**

*\*Please note: This menu is subject to change as we are operating with a limited menu due to COVID-19 restrictions. We apologize for any inconvenience.*

[Dinner Menu](#)

[Lunch Menu](#)







## Sea Kayaking on Cape Breton Island

Join us in our 31st year of operation of **Kayaking Cape Breton** Island, Nova Scotia's greatest paddling destination. We offer a variety of **sea kayaking** tours and packages to suit everyone's needs from beginner to advanced. We take very seriously our commitment to providing you with an exciting and memorable **kayaking Cape Breton** adventure.

Come and see why we were nominated for the Tourism Industry Association of Canada's **Traveller Experience of the Year** in 2014.

**Kayaking Nova Scotia** is a unique way to discover the hidden coastline of Cape Breton Island. Our fleet of kayaks are modern, stable, recreational boats which are easy to handle, allowing the paddler to enjoy the scenery and adventure. Whether you are a first time kayaker or an experienced paddler, you'll feel comfortable and secure throughout the tour. Both single and double equipped kayaks are available.

[BOOK YOUR KAYAK ADVENTURE NOW](#)

Need a place to stay while on your Kayaking adventure?



Stay at the River Nest Wilderness Cabins located across from NRKT

[BOOK A CABIN NOW](#)





# SKILLS RECAP

## Customer Service Excellence

Interpersonal Communication

Empathy

Problem Solving