

People 1st and Dundee City Council are working in partnership with the Dundee City Region Tourism Partnership. On the 19th November 2013, the Dundee WorldHost™ Destination\* Initiative - a world-class customer service standard that has been developed to raise the standard of customer service delivery across the region's visitor economy.

WorldHost™ Destination\* status allows businesses in the hospitality, passenger transport, retail, travel and tourism industries to work together, using a suite of world class customer service training programmes, to improve the overall quality of the visitor experience across the defined destination area and set a new bench mark for customer excellence.

This collaborative approach not only benefits your individual business, but helps to strengthen the quality of the tourism offer across the region. It's a great way to attract new visitors to the region and put Dundee on the map as a world-class tourist destination - delivering a real boost to the local economy.

## Why CUSTOMER SERVICE is IMPORTANT

**5x**

It costs five times more to attract a new customer than it does to keep an existing one

**80%**

80% of businesses believe they already deliver high quality customer service

**8%**

...but only 8% of their customers believe that they actually do

**Without great SERVICE it doesn't matter WHAT your business offers...**

**26**

For every one complaint that you know about, there are 26 other customers with the same issue

**95%**

If their complaint is handled quickly and professionally, 95% of customers will use your business again

**70%**

70% of customers will use your business again if their complaints are resolved

**96%**

96% of businesses never hear from an unhappy customer again

For a list of Dundee's WorldHost Recognised Businesses, please click [HERE](#).

*\* Destination Status and Business Recognition is valid for 2 years*

## Benefits to Business



- Have front-line employees that are motivated, and empowered to deliver a high quality and consistent customer service standard to every one of your customers.
- Be able to show their team that they are willing to invest in their development.
- Be able to demonstrate their commitment to supporting the growth of the local visitor economy.
- Enjoy increased sales, better customer ratings and higher repeat business.
- Benefit from positive PR as well as the opportunity to put themselves forward for customer service awards and competitions.
- Be able to display the WorldHost™ Recognised Business\* logo on all business-related collateral, websites and other promotional / sales materials.
- Join an elite club that benefits from additional PR and peer recognition, and will be promoted on the WorldHost website as one of the best places to visit for a warm welcome.

## Benefits to the Region



- Demonstrate a commitment to providing the very best service across the entire Dundee City Region visitor economy
- Promote a positive sense of pride across the local community and businesses
- Enhance the quality of the experience on offer across the region, becoming a positive trademark and selling tool
- Give staff in local businesses the opportunity to achieve a nationally - recognised qualification in customer service, and ensure that they are all working towards the same quality benchmark
- Allow the region to display the WorldHost™ Destination\* logo on all visitor/tourism collateral and websites
- Create positive PR opportunities and marketing campaigns that can help transform and/or enhance visitors' perceptions of the region

For more information on how the WorldHost™ Destination\* Initiative could benefit your business, please get in touch with your regional contact or one of the trainers;

## Dundee City Council

Karin Johnston  
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## Training Providers

### In-House



#### Leisure & Culture

Lorraine Milne & Michelle Brown  
t: 01382 307470 / 307471  
e: [lorraine.milne@leisureandculturedundee.com](mailto:lorraine.milne@leisureandculturedundee.com) or  
[michelle.brown@leisureandculturedundee.com](mailto:michelle.brown@leisureandculturedundee.com)

### External



#### Dundee City Council

Chris Muir  
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e: [tourism@dundee.com](mailto:tourism@dundee.com)

#### HMS Unicorn

Finlay Raffle  
t: 01382 200900 e: [finlay.raffe@frigateunicorn.org](mailto:finlay.raffe@frigateunicorn.org) w: [www.frigateunicorn.org](http://www.frigateunicorn.org)

#### OOVIRT

Ashley Petrie  
t: 01382 737273 e: [Ashley@oovirt.com](mailto:Ashley@oovirt.com) w: [www.oovirt.com](http://www.oovirt.com)

## For Taxi and Private Hire Businesses / Self-Employed Drivers



For more information on the Vocational Related Qualification (VRQ), developed specifically for the city's taxi hire and private hire drivers and includes WorldHost™, please contact:

### Dundee & Angus College

Bruce Donaldson

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