

Cayman P.R.I.D.E.

National Tourism Customer Service Training Programme



What is PRIDE here to accomplish?



- Raise our national level of customer service
- Enhance the “Cayman Experience”
- Increase visitor intent to return and recommend
- Improve value perception
- Elevate our overall Tourism Product



Background



- Post-Ivan Assessments
 - ✓ Good to Great Initiative Launched
- Consultancy Firm Contracted
 - ✓ Freeman Group, USA Hospitality Firm
- Development of Program
 - ✓ Focus Group- Public and Private Sector Collaboration
 - ✓ International Recognized Standards Development

What does PRIDE mean?



Personal
Responsibility
In
Delivering
Excellence



PRIDE Components



STANDARDS DEVELOPMENT

Quality (Operational)

- Standards of Performance Manuals

Behavioral (Personal)

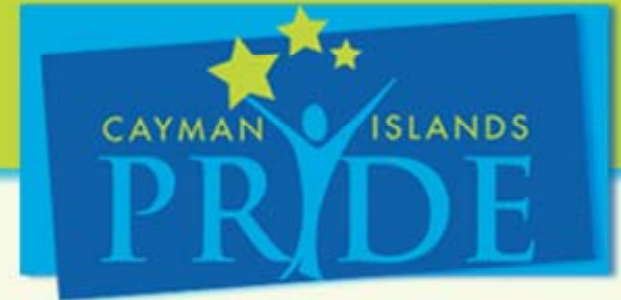
- Top 10 Promises



Cayman Islands Top Ten Promises

	Standard
1	Customers are greeted with a smile, eye contact and positive body language
2	Customers are acknowledged verbally or visually as soon as they approach the employee's "hospitality zone"
3	Employees speak first and last to all customers, thanks extended when appropriate
4	Employees offer accurate, relevant information whenever appropriate and made recommendations/suggestions as needed
5	Customer's names are used, when known
6	Employee who receives a customer complaint listens, apologizes and agrees a solution with the customer
7	Requests/inquiries are handled to customer satisfaction and followed up on, where applicable
8	Telephone calls are answered within 5 rings, using proper salutation
9	Employee's appearance creates a positive impression to customers
10	Employees extend hospitality to fellow employees

PRIDE Components

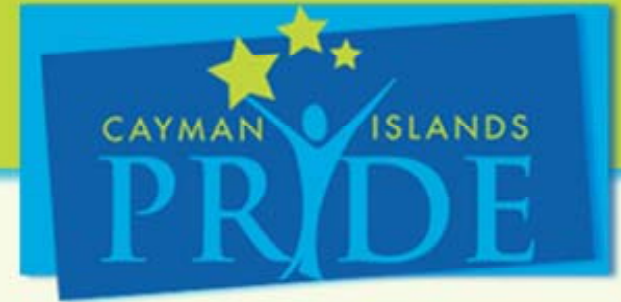


TRAINING

- Promises Workshops
- Leading the Promises
- Foundations Seminars – Train the Trainer
- PRIDE In Action – Coaching (on the job)



PRIDE Components

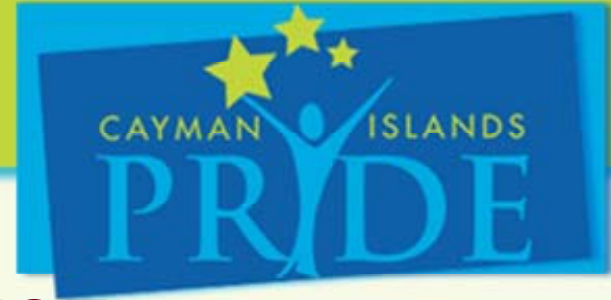


QUALITY MEASUREMENT

- Mystery Shopping
 - Behavioral: based on Top Ten Promises
 - Quality: based on agreed quality standards
- Guest satisfaction survey (exit survey)



Quality Service



MATERIAL SERVICE

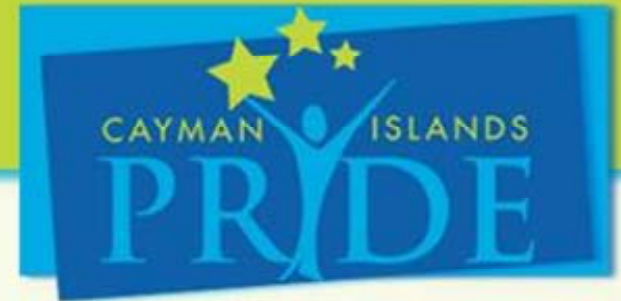
**QUALITY
SERVICE**

***PERSONAL
SERVICE***

***REGULATIONS,
POLICIES &
PROCEDURES***



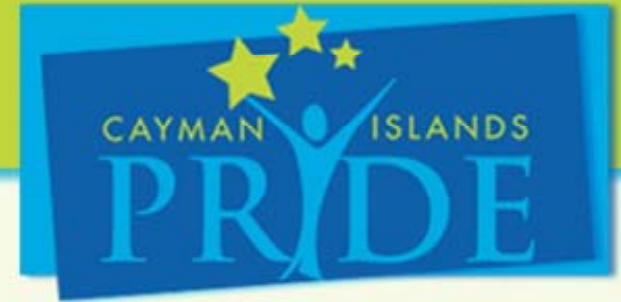
PRIDE PR and Promotional Components



- Cayman PRIDE Brochure
- Know Your Cayman Islands Booklet
- PRIDE Pin
- PRIDE Pen
- PRIDE Top 10 Business Card
- PRIDE Notebooks
- Website — www.caymanislands.ky/PRIDE



PRIDE Components

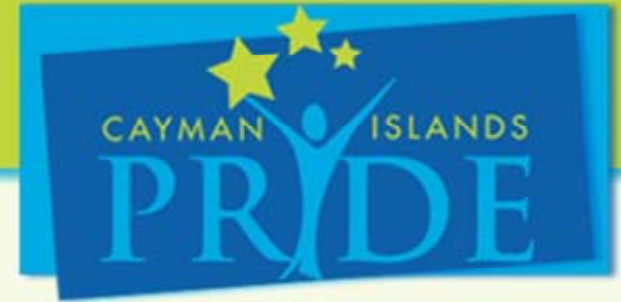


COMMUNITY PROGRAMME

- A Comprehensive Promotion & Awareness Plan
 - TV, Radio, Posters, DVDs, Press Releases, printed materials
- Community Information Sharing Sessions
- Community Activities/Events
 - Finding Champions within our community to drive the philosophy of pride....in country, in culture, in natural resources, in people, in sporting achievements, etc



PRIDE Programme Management Team



- 3 Member Project Team
- 8 Certified Promises Trainers



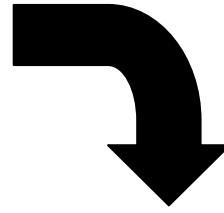
PRIDE Accomplishments



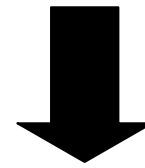
- Launched in 2006
- Certified 11 trainers
- Implemented all components in 3 Tourism Sectors (Airlines, Accommodations and Attractions)
- Trained over 1500 PRIDE Ambassadors



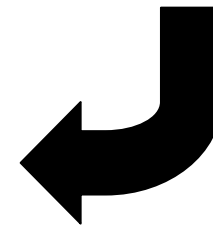
**AGREE TO INSPECTION
STANDARDS**



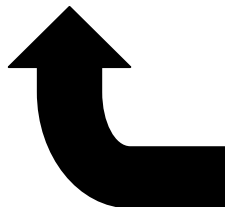
**CONDUCT QUALITY
INSPECTIONS**



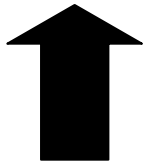
**CUSTOMIZE
WORKSHOPS & SOP
CONTENT**



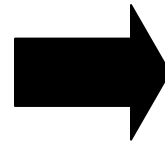
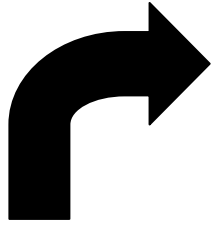
**TRAIN MANAGERS
AND SUPERVISORS**



TRAIN THE FRONTLINE



**TRAIN & CERTIFY
LOCAL RESOURCES**



Service
Standards
Methodology

PRIDE Next Steps



- Continue to roll out all the PRIDE components in the 3 Tourism Sectors with which we started
- Develop an appropriate programme for the public transport sector
- Develop a number of local TV and radio ads to engage residents
- Seek to increase resources for programme (financial and human)



Thank You

Q & A

