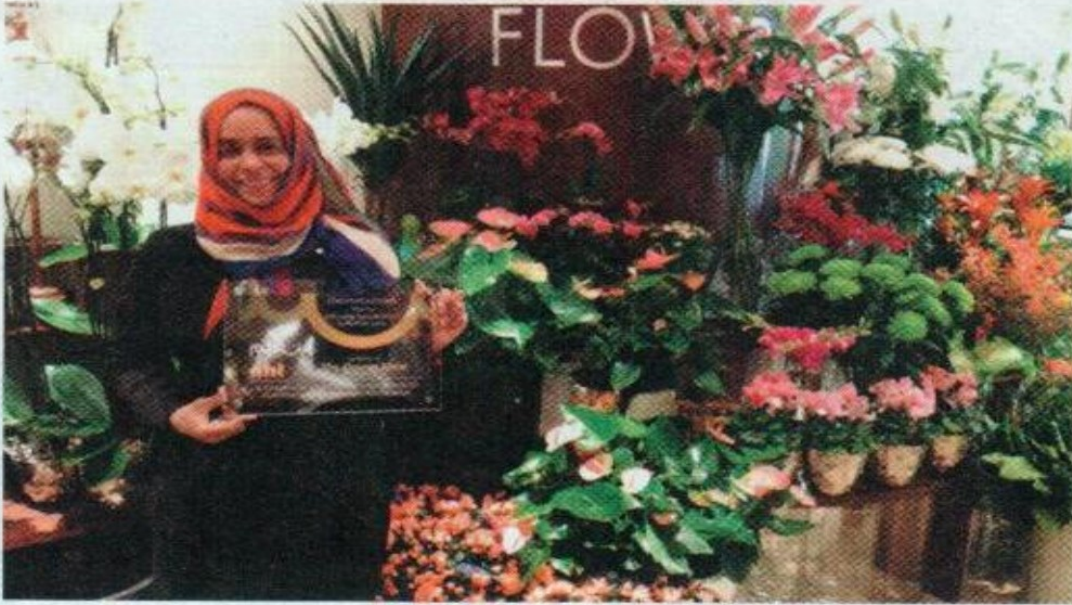


## NHI starts initiative to improve customer service



There were plenty of smiles as Munira al Balushi from The Flower Shop in Qurm accepted the updated Smiles of Oman plaque from Robert MacLean of National Hospitality Institute (NHI).

The plaque was awarded to the shop by NHI in recognition of good customer service.

The shop last received the honour in 2014.

The shop can claim the plaque initially by training at least 50 per cent of their staff, undergo mystery shopping by NHI and display a clear customer charter for their customers to read.

The Smiles of Oman cam-

paign is designed to raise the standards of customer service in Oman and to encourage companies to train their staff in customer care.

The initiative was started by NHI after requests by businesses to take action on the lack of customer service.

As part of the Smiles of Oman initiative, NHI through its several volunteers will give out Smiles of Oman bonus cards to those who go the extra mile in providing customer care.

Anyone who gets the card gets a reward – a phone credit – which can be claimed by calling on the number given on the card.