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Smiles of Oman training to boost customer care skills

MUSCAT — The National Hospitality Institute (NHI) has launched 'Smiles of Oman' a first-of-its-kind training programme to upgrade customer care skills of employees working in the services sector like banks, retail shops, telecommunications, hotels etc. Smiles of Oman has been conceptualised by NHI after receiving numerous feedbacks about the challenges faced by companies in the employee-customer interaction.

Effectively, Smiles of Oman is expected to provide employees with interpersonal skills on how to deal with customers with a smile.

"Every organisation or company which adopts our Smiles of Oman training programme for its employees will be given a Smiles of Oman logo which they can prominently display in their shops in addition to badges which will be given to each individual who undergoes the training," says Robert Maclean (*pictured*), Principal, NHI, while giving details of this unique training project.

By displaying the Smiles of Oman logo in their establishment, that organisation sends out a message to the customers that their employees have been trained in customer care which will generate a certain level of confidence among the visitors to any establishment.

According to Maclean, Smiles of Oman has a very se-



riously commercial value especially for establishments like large retail chains as these are the places where there is a lot of interface with people.

"One of the major challenges being faced by the services industry is the poor interactive skills of employees which has prevented many a customer from a return visit. But with Smiles of Oman programme, the added value for organisations is the fact that you are showcasing your concern towards your customers by making a business statement that your employees are trained in professional customer care," adds Maclean.

NHI is the leading provider of quality vocational training for hospitality, catering and travel industries in the Gulf region. It operates with the clear intent of providing the most comprehensive and professional training possible. While providing expert training with a focus on internationally accredited vocational courses, NHI continually strives to build its portfolio of deliverable courses to cater to

the growing needs of the community.

Smiles of Oman programme is tailored in such a fashion so as to instil confidence not only among the employees about their skill to deal with hundreds of people with a smile but it will also send across a message that the people interacting with customers at the till in a retail store or a reception desk in hotel or bank are all trained professionally.

Says Maclean: "It makes a vast difference when you have employees trained, certified and with badges as it brings in accountability to all your actions."

In the long run, Smiles of Oman will lead to a better retention rate of staff as you will have contented employees dealing with customers with a smile on their face. This will in turn bring back the customers many times over to a particular place and generate more business for itself. So it is going to be a win-win situation for everyone with Smiles of Oman.

The Smiles of Oman programmes are divided into four levels from 1 to 4. The level 1 will be available bilingual as it focuses on the most junior members of staff who very often have a weaker English language base.

The other levels are for regular staff, supervisors and managers.