



CASE STUDY: Creating consistent visitor experiences through an online Tourism Ambassador Training Program

Picture perfect and camera ready. The Niagara region is one of the most well-known and recognized in Canada and throughout the world. Who can't visualize the celebrated vineyards in southern Ontario, the picturesque Niagara-on-the-Lake boulevards and magnificent Niagara Falls that frames many childhood memories? Niagara region's face to the public is a vibrant and energizing place with many tourist hot-spots of a see and stay variety.

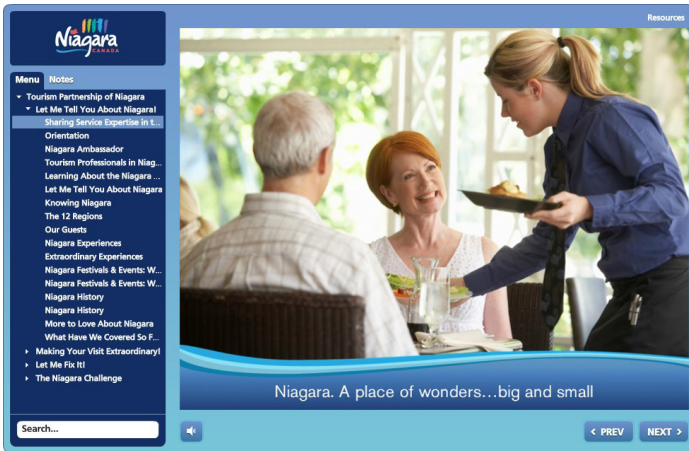
To ensure a high level of service and service consistency to visitors coming to the Niagara Region, the Tourism Partnership of Niagara (TPN) contracted OTEC to develop a Niagara Ambassador Program; an on-line training program that helps build service excellence, pride, and the love for the destination in Niagara's front-line service providers. An engaging and easy to use training tool, the program can be accessed from any computer, at

any time. In addition, it upholds and bolsters the customer service values that set this region apart from neighbouring tourism destinations.



The Niagara region includes thousands of businesses that support the tourism industry and the vast majority are small, privately owned, independent businesses. These companies are the backbone of the

Niagara tourism industry and like many small businesses; their focus is on serving the customer and looking at ways to enhance the visitor experience.



While research shows that service levels are satisfactory across the region, TPN and its industry stakeholders would like to take the visitor experience to a new level.

In collaboration with the Niagara Region, OTEC helped launch the Tourism Ambassador program in 2013. The

program was comprised of two phases. In Phase 1, employees took part in the online training program that included modules; Extraordinary Customer Service, Learning more about the Niagara Region and Customer Recovery. Phase 2 followed and a Champion/Leader kit was developed to help managers with “service boosters” that would keep the service experience “alive” throughout the busy summer season.

To date, with 24/7 availability, over 1,500 front-line service providers have participated in the online training program. In program evaluations, over 90% of participants stated that “What I learned from this course will assist me in being a tourism ambassador for the Niagara Region” and “I can now better serve guests visiting Niagara.”

Please click on the link below for a demo of the **Niagara Ambassador Program**.

A leader in Hospitality and Customer Service Training and Community Workforce Development, OTEC is an independent, not-for-profit Training, Consulting, and Workforce Development organization that delivers innovative, high quality solutions for the development and growth of a professional, skilled workforce.

For more information on the TPN program or to find out how OTEC can create a customized Tourism Ambassador program for your organization, destination or region please contact:

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