

DigiPhoto, Dubai

Is a Souvenir Imaging Solutions Company. They have partnered with 5 star hotels & premium tourist location providing photographic and imaging solutions. They capture the guest's memorable experience and provide highest quality imaging services and solutions.

They required training for their staff in service skills and guest approach.

The Primary Objectives was to:

- Understand the value of consistent quality service
- Communicate effectively and productively at work place
- Communicate efficiently with the guests
- Consistently meet or exceed customer expectations



Laqsh's approach

In order to achieve the above objectives, Laqsh leveraged its experience from the hospitality industry and developed the content for the entire training programme. We incorporated various training methodologies such as role plays, case studies, videos, interactive sessions and discussions. Role plays helped the staff to develop new skills in dealing with individual and special situations.

The participants were encouraged to see the guest as an individual with specific and special needs. They were encouraged to think, "out of the box", and use their initiative to give quality service. Activities on how to interact with the guests were also conducted.

The training was effective. By the end of three days the staff gained sufficient knowledge and skills about customer care and developed a positive culture in the organization. They are also confident about handling customers –the five star way.

