



# FCCA CUSTOMER SERVICE AND FRONTLINE DESTINATION TRAINING

*"You are an Ambassador of Goodwill"*



## **What:**

FCCA Training Program in Partnership with Aquila Center for Cruise Excellence

## **Why:**

To help destinations make a lasting impression on cruise passengers and improve their impact from cruise tourism by instilling best practices in operations that influence passengers' experience and satisfaction, as well as cruise lines' decisions to call a destination. The program will enable a destination to enhance the cruise passenger experience, and happier passengers spend more money, give better feedback to cruise lines and their friends and family, and are more likely to return for another cruise or a stay-over visit. The program also focuses on the necessary safety and security logistics that will both make passengers safer and fulfill the cruise industry's stringent standards.

## **How:**

An intensive, interactive, all-encompassing two-day training session incorporating best practices from entities specializing in cruise tourism's on-land operations

**Aquila Center for Cruise Excellence's one-and-a-half-day session** encompasses the destination experience from gangway to gangway. It empowers destinations to make the best possible impression on passengers, from the initial onshore welcome to streamlined transportation and front line staff and tour guides who can make the destination and experience truly stand out. The Aquila training and coaching programs include:

### ***Greeter & Front-Line Staff Service Excellence***

Everyone interacting with cruise passengers serves as an ambassador for a destination and affects cruise passengers' experiences and perceptions. This especially holds true for greeters, ambassadors, and front-line staff, including tour guides, taxi and bus drivers. This workshop specifically helps these front line understand the importance of their role in welcoming cruise guests to their destination.

Topics include:

- The Impact of Tourism and the important Cruise Sector
- All about Shore Excursions and Destination Experiences
- The Front Line: Critical to the Success of Cruise
- The Cruise Lines' Service Expectations
- How to Make a Positive Impression and Ensure Guest Satisfaction
- Understanding Cultural Differences
- Dealing with Pressure and Communicating Effectively
- Managing Difficult Situations and Handling Complaints
- Creating a Culture of Service
- Exceeding Guest Expectations

This workshop addresses all of the above, teaching how to develop community partnerships that work, and how a destination can work together to foster a Culture of Service.

This workshop is followed up with a session with the destination, community stakeholders, and Tour Operators to discuss Guest Service challenges and opportunities.



### **Shore Excellence two-hour workshop:**

The FCCA Workshop on Shore Excellence is aimed to the industry stakeholders in your destination, the port, tourism, the destination, tour operators, taxi associations, retail associations, major attractions, etc. This is an excellent opportunity to further involve stakeholders in the destination in continuing to position you for excellence in the cruise industry. Enables destinations to:

- **Understand** the roles of ports, destinations, tour operators and other key players in the success of a destination's cruise industry
- **Examine** the cruise lines' expectations from a port destination, and see how your destination measures up!
- **Learn** how shore excursions work, and how the cruise industry operates tours
- **Explore** the best ways to provide excellent customer service for independent guests
- **Understand** safety and risk from stakeholder perspective and opportunities to mitigate risk.

There will be opportunity for questions and discussions among stakeholders.

**For more information about the training and costs, please contact Beth Kelly Hatt, Aquila Center for Cruise Excellence [Beth@CruiseExcellence.com](mailto:Beth@CruiseExcellence.com) 506-633-1224 [www.CruiseExcellence.com](http://www.CruiseExcellence.com)**

# AQUILA

★ DEFINING EXCELLENCE ★

## Center for Cruise Excellence

JOIN US IN RAISING THE LEVEL OF EXCELLENCE

### PROUD TO BE THE EXCLUSIVE TRAINING PARTNER OF THE FCCA

#### SIGNATURE TRAINING PROGRAMS:



*Tour Guide Excellence  
International  
Certification Program*

*ACE Tour Operator  
Designation*

#### DESTINATION-FOCUSED FCCA TRAINING:



*FCCA's Shore  
Excellence Workshop*

*FCCA's Customer Service  
& Frontline Destination  
Training*

#### CUSTOMIZED TRAINING ON TOPICS SUCH AS:



*Product Development  
& Packaging*

*Cruise Readiness for  
New & Emerging Ports*

**Contact [Claudine@CruiseExcellence.com](mailto:Claudine@CruiseExcellence.com) to discuss how Aquila can help raise the level of service excellence in your destination.**

[www.CruiseExcellence.com](http://www.CruiseExcellence.com)