

EXCEPTIONAL CUSTOMER SERVICE PROGRAM BENEFITS



DEVELOPMENT

Professional Development

Learn New Skills

Network with Peers



CAREERS

Job to Career

Advancement

Increase Earnings



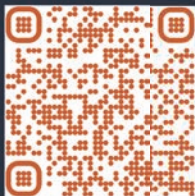
WORKFORCE

Higher Employee Retention

Build Workforce from Within

Increase Guest Satisfaction

IF YOU WOULD LIKE MORE INFORMATION ON FLAWLESS DELIVERY TRAINING EMAIL CRAIG@NORTHALABAMA.ORG



EXCEPTIONAL CUSTOMER SERVICE TRAINING PROGRAM



Southern Hospitality Alabama Style

Fifteen front line workers from hotels located in Decatur and Huntsville completed the first Flawless Delivery customer service training program in September 2021.

The Flawless Delivery Hospitality Certification project is made possible through a grant from the Alabama Department of Tourism



The Flawless Delivery Hospitality Certification program was developed and implemented by the Alabama Mountain Lakes Tourist Association.



For more information or to schedule a class

CONTACT US

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Southern Hospitality Alabama Style



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CERTIFIED CUSTOMER SERVICE TRAINING PROGRAM FOR THE HOSPITALITY INDUSTRY

Frontline employees in Alabama's tourism & travel industry will learn how to deliver exceptional customer service thanks to a new pilot program developed by the Alabama Mountain Lakes Tourist Association (AMLA) and made possible through a grant from the Alabama Tourism Department.

AMLA, in partnership with Alabama's two-year community college system and Holistic Performance Group, has launched a customer service training program for all employees of Alabama's hospitality industry.

SOUTHERN HOSPITALITY ALABAMA STYLE

The Flawless Delivery program incorporates a strong foundation of empathy, communication, and engagement in order to highlight the quality of service necessary to retain guests in today's competitive environment. The training consists of 20 hours over the course of two days and one evening and uses gamification, small group projects, role play, team building exercises, and lecture to engage participants.

The co-training model incorporates bilingual trainers who are also skilled in differentiated learning practices.

In addition to the classroom learning, the training



is an immersive experience, as the students become guests at a hotel and also serve as evaluators.

These evaluations serve two functions. First, they enable the participants to comment based on their experience as guests, thus giving them a different perspective on the process. Second, the evaluations will help the host site by giving them valuable input on services received.

The two-day program concludes with a graduation ceremony where participants are presented with a certificate from Alabama's two-year community college system and a Flawless Delivery Certified pin.

DEVELOPMENT OF THE PROGRAM

AMLA President and CEO Tami Reist approached Calhoun Community College in Decatur, Yedla Management Company of Huntsville, and Holistic Performance Group of Decatur with the idea to develop a certified training program for the hospitality industry.

The Flawless Delivery certified customer service training program received an Existing Industry Training Program (EITP) grant from North Alabama Works and Calhoun Community College.

"Flawless Delivery provides training which can rejuvenate the hospitality industry and provide upward mobility for the participants. Calhoun Community College is pleased to partner with the Alabama Mountain Lakes Tourist Association to provide this unique and impactful training across our service region," said Doug Brazier, Director of Calhoun Workforce Solutions.

"The Yedla Team is proud to have been a part of the Flawless Delivery customer service training pilot program. Through this training, we are investing in our employees and helping build a workforce that will continue to strengthen the north Alabama hospitality industry as we navigate the ever changing Covid-19 pandemic," said Teresa W. Taylor, Vice-President, Culture & Engagement, Yedla Management Company.

Front-line employees and sales coordinators representing six of Yedla's hotels located in Decatur and Huntsville participated in the pilot program.

"The Flawless Delivery training program will help to

"Customer service expectations are at an all-time high. This training is designed to equip frontline workers with the skills needed so they can communicate and engage with guests as well as with coworkers in order to deliver the quality of service the traveling public has come to expect."

*Tami Reist, President & CEO
Alabama Mountain Lakes Tourist Assoc.*



mitigate some of the training gaps in our employees who work most closely with the guests - front desk, housekeeping, and sales coordinators," added Taylor.

In addition to instructors from Holistic Performance Group, AMLA provides local industry leaders as guest speakers to discuss important topics relevant to the "Flawless Delivery" approach to customer service development and to share personal experiences in the hospitality industry.

For more information on the Flawless Delivery training program, call Craig Johnston at 800-648-5381 or email Craig@NorthAlabama.org.

ABOUT THE ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION

The Alabama Mountain Lakes Tourist Association (AMLA) is a nonprofit organization dedicated to the promotion and development of the travel industry within the 16 northernmost counties of the state. It is supported by 500-plus members consisting of chambers of commerce, convention & visitors bureaus, attractions, campgrounds, festivals, communities, counties, golf courses, restaurants, tour operators, accommodations, vendors, financial institutions, and individuals. Counties included within the AMLA region are Blount, Cherokee, Colbert, Cullman, DeKalb, Etowah, Franklin, Jackson, Lauderdale, Lawrence, Limestone, Madison, Marion, Marshall, Morgan and Winston.