

# Customer Experience Award

## What is it about?

New from ATTO in 2009, the Customer Experience Award is designed to help employees gain a better understanding of their role in customer service, and how they can exceed customer expectations within their workplace.

Trainees will learn skills in effective communication, team work and selling, and can apply these skills to their role in order to deliver a higher standard of support to their internal and external customers.

## Who is it for?

The Award is suitable for anyone who communicates regularly with customers, or who has a customer-facing role in the Aviation, Tourism, Travel or Museum sector.

It is also valuable for non customer-facing staff, as it helps to raise their awareness of the responsibility that each person has within the workplace to deliver excellent support to all customers, including their internal colleagues.

As well as teaching new employees essential customer service skills, the Award is also an excellent opportunity to refresh the learning and increase the motivation and recognition of experienced employees.

## Unit Standards

The unit standards contained in the Award include:

Unit Standard	Title	Level	Credit
23755	Identify and self-evaluate the demands of a specific role in a tourism workplace	3	3
23758	Demonstrate knowledge of communication and customer service theory in a tourism workplace	3	4
23759	Provide customer service experiences in a tourism workplace	3	10
23760	Work in a team on a tourism workplace task or project	3	3
23764	Demonstrate verbal communication skills in a wide range of tourism contexts	3	3
23769	Demonstrate knowledge of the sales function within a tourism workplace	3	3
Total Credits			26

## Costs

- A registration fee of \$95 (if applicable)
- An assessment fee of \$75 per hour is applicable for workplaces that require the services of a Roving or ATTO Assessor. Some assessment costs are included in certain packages
- Delivery and resource costs are detailed on the following page under 'Delivery Options and Supporting Resources'

# Delivery Options and Supporting Resources

The Award can be delivered and resourced in the following ways:

## Option 1 ATTO Customer Experience Workshops

The one day facilitated workshops are an excellent opportunity to work through the theory-based units of the Customer Experience Award (US 23758, 23764 and 23769) in a supportive environment, using the experience of a skilled facilitator.

Participants will learn:

- the art of identifying, meeting and exceeding customer needs
- essential selling skills, including how to add value to each interaction
- how to deal effectively and professionally with difficult customers
- the skill involved in successful two way communication
- how to better understand customers from different cultures, including Maori greetings

### Cost

Workshops will be held regionally, and cost **\$325** per person\* (including GST). This includes:

- The Customer Experience Award Workbook
- A Coaches Guide
- Assessment
- The services of an experienced facilitator
- One hour of roving assessment time\*\*
- Light refreshments

The resources will be distributed to trainees at the workshops.

#### Please note:

\* If you would prefer a facilitator to present this workshop at your own venue, please speak to your ITA for the applicable costing.

\*\* Any assessment by a Roving or ATTO Assessor which takes over one hour will incur the usual \$75 per hour fee.

## Option 2 In-house Training

For workplaces with in-house training capability, the following resources are required:

### Trainee Packages (\$65 each)

- Customer Experience Award Workbook
  - Coaches Guide
  - Assessment
- This means the trainee can complete various tasks which count for assessment against all six unit standards using the one assessment.

### Facilitator Package (\$100)

- Customer Experience Award Facilitator Guide  
This contains instructions for a workplace facilitator to run a one day customer experience session, and includes activity handouts
- Customer Experience Award Workbook
- Assessment (with answers)

### Optional Assessment Package (\$25)

- Assessment (without answers)
- Assessment (with answers)

This is suitable for Registered Workplace Assessors who are doing in-house assessment.

### Option 3 Self-paced learning

For trainees working through the Award in their own time, the **Trainee Package (\$65 each)** is required. This includes:

- Customer Experience Award Workbook
  - Coaches Guide
  - Assessment
- This means the trainee can complete various tasks which count for assessment against all six unit standards using the one assessment.

All resources are inclusive of GST, and are available for purchase through [www.attto.org.nz](http://www.attto.org.nz)

## Career Pathway Options

The Award is great recognition for the workplace and the individual, and is a stepping stone towards the achievement of higher qualifications.

The unit standards in this Award make up 26 of the 55 credits required for the full National Certificate in Tourism (Core Skills) (Level 3) [Ref: 0876]. The unit standards also comprise part of the Tourism Modern Apprenticeship package.

This makes the Award a smart option for those trainees looking to move on to the next level of qualifications.

## Will I get a Certificate?

Trainees who are signed into the Customer Experience Award programme will receive an ATTTO Certificate upon completion of the Customer Experience Award unit standards.



For more information, please contact your Industry Training Advisor (ITA) or The Hub on 04 499 6570 or [thehub@attto.org.nz](mailto:thehub@attto.org.nz)

[www.attto.org.nz](http://www.attto.org.nz)



Setting the standard for training in Aviation, Tourism, Travel and Museums