

# Great customer service for international visitors



## Are you interested in a course, which helps you understand the customer better – and develops your career?

A warm welcome and good customer support is always important, but many visitors to London do not have the same cultural background as you – and have different expectations. Our course will help you to understand cultural differences and adapt the way you communicate – at the same time improving your career prospects.

## Do you want to speak the customer's language?

We can't make you fluent in every language that every visitor to London speaks. But what we can do is help you to develop the customer service skills needed to communicate with international visitors to our city – and communicate the value of these skills to others.

## Our course could be for you ...

Our course is free of charge for people living in London who would like to improve their language and cultural skills for volunteering or who are keen to work in hospitality, tourism, transport, and retail or leisure industries.

## What do you get?

This lively, interactive and practical one-day course will help you to:

- Develop your cultural skills
- Get advice on serving visitors and learn useful phrases for China and France
- Build your knowledge with cultural guides and a phrasebook to take away, covering a range of countries and languages



### Where and when?

Our course is taking place at:

**London Metropolitan University**  
City campus, Jewry Street, JSG 27  
(nearest tube station Aldgate)

On **29 April 2008 from 13:00 to 20:00**

### Book your place now!

To reserve your free place including buffet dinner and refreshments, contact Sally King on [info@rln-london.com](mailto:info@rln-london.com) or on 075158 50271.

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## Draft programme

<b>Session one</b>	Introduction
	Identifying the challenges
	Awareness <ul style="list-style-type: none"> <li>- The differences between cultures</li> <li>- Knowing ourselves</li> <li>- Recognising the impact of cultural differences</li> </ul>
<b>Session two</b>	Culture and language session one China
<b>Session three</b>	Culture and language session two France
<b>Session four</b>	Thinking about stereotypes
	Communicating effectively
	What are <u>my</u> key challenges?
	Top tips for working with people from other cultures Three key points <u>I</u> have learned today
	Close

## Yours to keep ...

- A workbook for the one-day course
- A reference booklet on cultural skills and customer service for China, France, Germany, India, Italy, Japan, the Middle East, Poland, Russia, Spain and the USA
- A phrasebook with customer service phrases in twelve languages

Find out more about Regional Language Network London at [www.rln-london.com](http://www.rln-london.com)