



## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

**Date: April 20, 2017**

### **GOOD CUSTOMER SERVICE PROMOTES ECONOMIC DEVELOPMENT**

**Provincial and Federal governments support customer service training program in Central Alberta**

(*OLDS, Alberta – April 20, 2017*) Visitors and consumers in the Central Alberta region will be receiving enhanced customer service thanks to a new training program being launched this spring. The “Create An Experience” training workshops will be available at fourteen different locations and dates in collaboration with municipal and county organizations. The delivery of quality customer service across service industries is very important and in the tourism sector it is critical in satisfying increasing consumer expectations to achieve business success. The Province of Alberta is working in partnership with the Government of Canada to provide a variety of employment training programs including “Create An Experience”. The Olds Institute is coordinating the sessions and providing leadership in collaboration with the various local groups in Central Alberta.

The one-day workshops have been adapted for two groups: frontline workers and supervisors. Some of the topics covered are: effective communication, the difference between ordinary and outstanding customer service, how to respond proactively and positively to customer needs, techniques to deal with difficult situations and the important role they play as ambassadors for tourism within their community and Central Alberta as a region.

The need for the program was identified in the ‘Central Alberta Destination Management Plan’ which included input from Lacombe, Olds, Ponoka, Sylvan Lake, Rocky Mountain House, Innisfail, Blackfalds, Red Deer and the Counties of Red Deer, Clearwater and Lacombe. The program is being coordinated and promoted by The Olds Institute a non-profit economic and community development organization based in Olds, AB.

The Olds Institute was formed in 2001 by community leaders who realized they could achieve more together than they could apart. It is governed by a volunteer board of directors representing their four founding members and members of the community at large.

