

FCCA, Aquila Center for Cruise Excellence and Aon Risk Solutions Partner on Frontline Training

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Would you like to engage and energize your destination's frontline? How about enhancing the cruise passenger experience and improving your destination's benefits from cruise tourism? The FCCA has partnered with Aquila Center for Cruise Excellence and Aon Risk Solutions to help you do just that.

This two-day destination program is now available to FCCA members for 2017. The training program is offered in two parts:

1. One-and-a-half-day frontline customer service training (Aquila)
2. Half-day for all stakeholders, including destination representatives and tour operators
 - a. Shore excellence (Aquila - one hour)
 - b. Aon Risk Solutions (Aon - two hours)

The first one and a half days of this training is aimed at a destination's frontline, from greeters and taxi drivers to tourism information officers, tour guides, retail frontline, etc. This interactive customer service training will empower your frontline to make the best possible impression on passengers from the initial welcome to making the

destination experience give a "wow" experience to cruise guests.

After all, everyone interacting with cruise passengers serves as an ambassador for your destination and affects cruise passengers' experiences and perceptions. This workshop specifically helps your frontline understand the cruise lines' expectations, the importance of their role in welcoming cruise guests to their destination, how to make a positive impression, and how to exceed guest satisfaction.

Topics also include dealing with pressure, communicating effectively and managing difficult situations with the overall aim of creating a culture of service in the destination. It always surprises destinations when they see how many ideas can be generated from their frontlines and their passion for making their destination shine. Through these sessions, Aquila facilitates the exchange of ideas to develop community partnerships and help the destination find ways to work together to raise the bar of service excellence throughout the destination.

The final half day of this training program for destinations' customer service is made up of two parts. First, a one-hour shore excellence session with the destination's community stakeholders, tourism officials and tour operators discusses guest service challenges and opportunities. It is important for all stakeholders in a destination to be

on board with understanding what cruise means for the destination and what their role is in its success. This session also covers cruise lines' expectations from a destination and how the stakeholders can work together for the success of the cruise industry in their destination.

This session is then followed by a two-hour safety and risk management workshop by Aon Risk Solutions, offering the destination's stakeholders an opportunity to learn the ins and outs of insurance, safety, and risk management. This aids in the delivery of safer tour products, enhancement of the guest experience and satisfaction of the cruise industry's stringent requirements. Participants explore the role of guest safety, discuss emerging risks, review actual claims scenarios to uncover opportunities to mitigate risk, and examine the long-term impact of safety and security concerns.

This is a remarkable opportunity to engage and energize your frontline staff and stakeholders to ensure the cruise industry's many expectations are met. If you're looking to stand out from the crowd, then join the FCCA, Aquila and Aon in raising the bar and elevating service excellence and setting your destination apart. ●

For more information about the FCCA Frontline program, contact Beth at Beth@CruiseExcellence.com.