

Customer 1st International achieves success in Latin America!

A significant breakthrough in customer service has been achieved on the international stage.

After a four-year partnership with Customer 1st International and the Institute of Customer Service, Ken Beswick and Associates have launched the ICS National Standards in Customer Service in Argentina and Uruguay.

Ken is working with IRAM, the Argentine National Standards Organisation, who will award the certificates. He has received sponsorship from the British Council in promoting the Standards and delegates from more than 600 organisations have attended events in Buenos Aires, Montevideo and Punta del Este.

Following a series of talks, the Secretariat for Tourism, Government of Argentina, has decided to link customer service training with a national plan in the interests of visitors to all the countries Provinces. The training programme started at the beginning of June in Tierra del Fuego.

Similar events have taken place in Uruguay, one attended by the British Ambassador, Mr. John Everard and sponsored by the Minister of Tourism, Dr. Pedro Bordaberry. The Mayor of Maldonado also gave his support for developing the standards in Punta del Este and a pilot programme is now under way in Uruguay. UNIT, the Uruguayan National Standards Organisation will award the certificates.

All capability training participant guides have been developed by Customer 1st International. The training materials link directly to the Institute of Customer Service national standards in customer service at levels 2 and 3.

Stephanie Edwards, Customer 1st International states, "This initiative has evolved over 4 years and will raise levels of customer service within many sectors, particularly tourism. This change in culture will make a positive contribution towards the economic recovery in Argentina."