



Press Release

Tourism customer service training to get overhaul

A survey of customer service training needs in Fiji has revealed the need for a major overhaul of customer service training to maintain Fiji's tourism reputation.

As the largest employer in Fiji, the expansion of the Bula Pride Customer Service Training programme will impact almost every family in Fiji in some way.

The survey was conducted by Change Factory (Fiji) Limited as part of its contract with the Ministry of Tourism to provide an expanded Bula Pride customer service training programme.

Topping the list of requested improved training were telephone skills, retail sales, handling difficult customers and providing customer service matching the different cultural requirements of people from different countries.

A large majority of the respondents also requested that Bula Pride be expanded to provide services to allow operators to measure the level of customer service they provided.

All respondents requested that a Bula Pride Health Check service be provided so that operators could have a "report card" on how their internal processes and policies helped or hindered their staff from providing excellent customer service.