



FOR RELEASE
April 30, 2013

Yukon government supports customer service training

WHITEHORSE—The Government of Yukon is partnering with the Yukon Tourism Education Council (YTEC) to offer customer service training to Yukon businesses. The departments of Tourism and Culture and Economic Development are jointly providing YTEC with \$60,000 for the Welcome Yukon training program.

"We are pleased to support Yukon businesses with this opportunity for their employees to learn more about customer service," Tourism and Culture Minister Mike Nixon said. "Good customer service is a key part of ensuring a positive experience for tourists in Yukon."

There are two components to the Welcome Yukon program: Welcome Yukon Summer will focus on service standards related to the value of tourism; Welcome Yukon Winter will incorporate service standards for international visitors, in particular the growing Japanese market.

"Improving the skills of our front line work force will support the development and growth of our industry sectors," Economic Development Minister Currie Dixon said. "First-rate customer service is essential to attracting and retaining customers."

The customer service training will be offered to 300 participants. In addition, YTEC will also provide Train the Trainer workshops for interested participants so they can deliver Welcome Yukon in their communities.

"Making a positive investment in employees by offering training helps them to feel valued, which improves motivation," YTEC Chair Frank Curlew said. "When employees treat customers well through excellence in customer service, businesses profit through customer loyalty and that has a positive effect on the bottom line."

With costs offset by the Yukon government, the 3.5 hour workshops will cost businesses \$25 per person. The workshops will be delivered across Yukon from May 2013 through to September 2014.

For more information about the program visit www.tc.gov.yk.ca.

-30-

Contact:

Matthew Grant
Cabinet Communications
867-393-6470
matthew.grant@gov.yk.ca

Karen Keeley
Communications, Tourism and Culture
867-667-8304
karen.keeley@gov.yk.ca

News Release #13-106