

Oregon Tourism Commission Unveils New Online Customer Service Training Program

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The Oregon Tourism Commission launched its new free online Quality Care Customer Service Training Program (Q Care) this week on <http://www.oregonqcare.com/>.

Oregon Q Care is a training program created to support the tourism and hospitality industry through enhanced employee education. By emphasizing the importance of quality customer service, the training will equip employees with tools and resources to better serve Oregon's visitors.

"We've all heard the adage that it costs more to attract a first-time guest than a repeat customer," said Todd Davidson, Travel Oregon's CEO. "The heart and soul of this principle resides in that first-time customer's experience and how likely they will be to return as a result. The Oregon Q Care program raises the bar on the level of customer service provided by staff in every position of the organization -- helping them understand the central role they play in customer satisfaction."

Preferred partners in the Q Care program, the Oregon Restaurant Association (ORA) and Oregon Lodging Association (OLA), have provided access to the online training on their websites also.

"Excellence in customer service is often the difference between success and failure in the hospitality industry," said Steve McCoid, ORA President & CEO. "Because of this, the Oregon Restaurant Association is proud to add this terrific training program to our menu of quality online training products."

Initially launched in 2003 as a classroom-based training, approximately 9,000 people have been certified through the Q Care program. The new online program is designed to reach thousands more across the state.

"Oregon Q Care allows hoteliers to train their entire staff with a consistent message, and it's free," said Gregg Mindt, OLA President & CEO. "If we can convince visitors to come back again, and tell their friends about the Oregon experience, we ensure the long-term success of the Oregon lodging and tourism industries."

To learn more about how your business or organization can become an Oregon Q Care Preferred Partner or to become certified, visit www.oregonqcare.com.

The Oregon Tourism Commission, dba Travel Oregon, works to enhance Oregonians' quality of life by strengthening economic impacts of the state's \$8.3 billion tourism industry.

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