

Travel Agency Customer Service Excellence

12

TRAINING HOURS

USD 90

FEE PER CANDIDATE

4

CURRICULUM UNITS

Programme purpose

Strengthen service consistency, enquiry handling and customer follow-up across a travel agency.

Who should attend

Travel agency and tourism customer-facing teams.

No formal prerequisite is specified. Learners should be able to participate in the language of delivery; discuss support needs with your ATP before training.

By the end of the programme

- 01** Apply consistent service standards across the travel-agency customer journey.
- 02** Manage enquiries accurately and follow through on agreed actions.
- 03** Use customer feedback to identify improvements and support customer loyalty.

Learning and assessment

Tutor-led explanation, guided practice, discussion and realistic scenarios support the published learning outcomes. Multiple-choice examination: 30 questions, 60 minutes. Your ATP confirms the delivery timetable, feedback arrangements and assessment dates.

The fee shown is the WTTA programme fee per candidate. Confirm any separate ATP tuition or local delivery charges before enrolment. Read WTTA learner policies at wtta.co.uk/policies.

Learning in detail

Travel Agency Customer Service Excellence

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| 01 | Service standards
Apply service standards to a realistic travel-service situation. Explain the decision, record the agreed action and identify when escalation is needed.
Topics: Service standards; response targets; consistent information; ownership of requests. | 3 h |
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| 02 | Managing enquiries
Apply managing enquiries to a realistic travel-service situation. Explain the decision, record the agreed action and identify when escalation is needed.
Topics: Logging enquiries; researching answers; handovers; response accuracy and timeliness. | 3 h |
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| 03 | Quality monitoring
Apply quality monitoring to a realistic travel-service situation. Explain the decision, record the agreed action and identify when escalation is needed.
Topics: Feedback categories; service indicators; root causes; corrective action. | 3 h |
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| 04 | Customer loyalty
Apply customer loyalty to a realistic travel-service situation. Explain the decision, record the agreed action and identify when escalation is needed.
Topics: Relationship building; personalised follow-up; transparent promises; retention measures. | 3 h |
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Applied work and feedback

Use a realistic customer or organisational brief to apply the units. Produce a clear recommendation, supporting checklist or action plan, and explain the evidence behind your decisions.

Learning resources: ATP learning materials, current official destination or supplier information, WTTA learner policies, and relevant case studies. Use approved training access for reservation-system exercises.

Completion and award requirements are confirmed by WTTA; participation alone does not guarantee certification.