



Media Release

YACHTING STAKEHOLDERS TRAINED IN CUSTOMER SERVICE

May 28, 2018:- Stakeholders representing twenty (20) companies in the Yachting Industry were beneficiaries of specialised customer service training recently. The one-day session on Mastering Customer Service, co-ordinated by exporTT on May 24, 2018 at Crews Inn Hotel, sought to address one of the deficiencies identified during a review of the leisure marine or yachting sector. exporTT is an agency under the remit of the Ministry of Trade and Industry.

At this capacity building session, participants were introduced to strategies for attaining customer service excellence, the value of customer service in retaining clients and the importance of adding value to their business through loyalty programmes and a solid customer management system.

The customer service training, facilitated by the Customer Service Academy of Trinidad and Tobago, is one of many initiatives included in the Government's plans to expand the local Yachting industry. Development of Yachting in Trinidad and Tobago is now guided by a Cabinet approved National Yachting Policy which outlines strategies for the sustainable development of the leisure marine industry. A sector specific marketing and promotional plan is now guiding stakeholder efforts.

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