



Comhairle Cathrach & Contae Phort Láirge
Waterford City & County Council

PRESS RELEASE

Performance Coach Alf Dunbar captivates audience at City Hall

Top performance coach Alf Dunbar held a captive audience in the Large Room in City Hall on Thursday last, as he spoke to a capacity crowd on Transforming the Customer Experience in Waterford.

In Waterford by invitation of Waterford City & County Council CE, Michael Walsh, Alf delivered his “You Are The Difference” customer service coaching program which is currently being used by a wide range of retail and business organisations around the world. With over 10 years practical retail experience and 17 years as a top performance coach he has personally coached thousands of people from a wide variety of retailing and service backgrounds helping them to achieve exceptional results.

Emphasising the importance of customer service in Waterford before the masterclass, Michael Walsh, CE of Waterford City & County Council, said: “I am humbled and heartened to see so many people here today. There are big changes afoot for Waterford and this is the time to get ready for what is to come. When you see investors like Al Hokair looking to come to Waterford, you know we have something great to offer. It is now our job to exceed their expectations and showcase Waterford as a leading destination in Ireland, where people will want to come, will want to recommend and will want to return. Customer service is key to that and with so many here today willing to put the time into improving our offering, I know that we are heading in the right direction.”

Waterford Chamber CEO, Gerald Hurley, offered an overview on a number of initiatives in planning which will focus on transforming the customer experience in Waterford, including a family passport for staff to enjoy the key attractions across the city and county for free. Another is regular free bus excursions for staff to network, while also getting out and exploring all that Waterford has to offer, while Waterford Chamber Skillnet are also looking to develop training for all businesses to avail of, from master classes, workshops, farm trips and social networking events.

“These are such exciting times for Waterford, so it’s time to put our best foot forward and step up to the role of Ambassador for this great county of ours. We have a saying in Chamber which is ‘The collective voice is stronger’. That is what today is all about, if we work together, support each other and join our efforts to promote Waterford, we are one step closer to achieving our goal.”

Ends



Caption: Pictured at City Hall for ‘Transforming the Customer Experience in Waterford’ were Lar Power, Director of Services, Economic Development & Planning; Alf Dunbar, guest speaker; Paul Nolan, Waterford Chamber President and Michael Walsh, CE Waterford City & County Council.