



Comhairle Cathrach & Contae Phort Láirge  
Waterford City & County Council



**Press Release**  
**Friday 29th September 2017**

## **Purple Flag Weekend kick starts new Customer Service Waterford initiative**

The annual celebration of Waterford's Purple Flag status will be celebrated from 6th - 8th October and will see the kick start of a new Customer Service Programme for Waterford.

Business groups in Waterford are coming together to design, promote and implement the programme, which begins with a survey being conducted within the Purple Flag zone and online to gauge the level of customer service satisfaction across retail, tourism and hospitality sectors.

Have your say by filling out one of the comment cards, which will be available in businesses across Purple Flag weekend or engage online using the hashtag #lovewaterford.

Waterford City Centre Management Group, Waterford Chamber, Waterford Business Group, Purple Flag Waterford and Visit Waterford, with the support of Waterford Institute of Technology (WIT) and Waterford Chamber Skillnet, have come together to devise a three pronged approach to improving customer service in Waterford, in a fun, interactive and educational way.

Data from the survey and from focus groups will be analyzed by WIT to create an intensive two day training programme for business champions, which will be rolled out by Waterford Chamber Skillnet in 2018.

To get the programme off the ground, Waterford City & County Council have invited Alf Dunbar, top performance coach within the customer service and leadership industry today, to give a free masterclass to business owners and champions on Thursday, November 2nd in the Large Room in City Hall.

Originally from Aberdeen in Scotland Alf is the creator and founder of the highly successful customer service coaching program "You Are The Difference", 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.

During the masterclass, guests will also get a sneak preview of the new 'Customer Service Passport', which is designed to encourage staff to get out and about and explore all that Waterford has to offer with their family for free.



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Emphasising the importance of customer service in Waterford, Michael Walsh, Chief Executive of Waterford City & County Council, said: “It is great to see key stakeholders in Waterford collaborating on an initiative like this. Who better to promote Waterford than our own people and we encourage all businesses to get on board and support the programme. Not alone is there a learning element to this, but it’s a wonderful opportunity for people to get out there with their families to become Ambassadors and renew their sense of pride in Waterford has to offer.”

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