



Australian Hotels Association
WESTERN AUSTRALIA

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AHA LAUNCHES NEW, FREE CUSTOMER SERVICE TRAINING

The Australian Hotels Association (WA) has today launched a unique and innovative customer service program incorporating a business customer service commitment campaign and a free, online customer service training resource.

AHA(WA) CEO, Bradley Woods, said the new WA Service with a Smile Program will contribute significantly to the state's customer service standards in the short, medium and long terms by achieving two very important objectives.

"The Service with a Smile Training Program will recognize the customer service culture and training has already been implemented in businesses across WA," said Mr Woods.

"It will also provide an important introductory gateway for businesses to support their staff in specific customer service training modules in their operations. It will be easy to access online and free for all participants."

Mr Woods said the AHA had developed the program with the input and support of Tourism WA and the hotel and hospitality industry with an eye on launching the course to coincide with the Commonwealth Heads of Government Meeting 2011 being hosted in Perth in October.

"The support for the WA Service with a Smile Customer Training Program has been tremendous as business operators realise that there is real value in being part of an industry-wide program that has the full backing of The Premier of Western Australia, the State Government of Western Australia and Tourism WA," he said.

The WA Service with a Smile Customer Training Program is free and available online at www.wasmiles.com.au

Ends

For further information please contact Doug White on 0458 301 139