

2016

Customer Service in Practice

Erasmus+ Project

The EU-funded project „Customer Service in Practice“ is a cooperation between the Finnish school Lapland Tourism College in Kittilä and the Austrian school HLW Türrnitz. It started in September 2014, and will last until August 2016. The main objective was to give young Europeans the possibility to get to know each other by working on a special topic.

The project consisted of a lot of different activities, dealing with various aspects of customer service. As part of this, a group of 24 Austrian students and 3 teachers went to Lapland in January 2015 in order to discover the tourism facilities of the partner country. The Austrian guests experienced typical winter days with -32°, sunshine, a lot of snow and Northern lights. Apart from the landscape the guests were impressed by the various interesting outdoor activities which the area offered. The students had the opportunity to take Husky rides, to go snowmobiling and to make ice sculptures. Together with the Finnish hosts they visited an ice gallery, snow igloos and other tourist attractions in the area.

In April 2015, 17 Finnish students and 2 teachers travelled to Austria in order to explore the things on offer for tourists in their partner country. They were taken to Mariazell and Lake Erlaufsee, they visited the Abbey of Melk and Wachau, the famous valley of the river Danube. They walked up to the ruins above Dürnstein. The Finnish guests especially enjoyed the attractions of Austria's capital city, Vienna. Besides the sightseeing tours and the guided visits the participants worked and studied together in workshops and prepared a Finnish buffet for the parents and teachers of their hosts.

During all the project activities the students concentrated on customer service. They carried out interviews, discussed the similarities and differences of customer service in the partner countries and took photos to illustrate their findings.

This calendar as the 'product' of the project shows what the students found out about the topic and how the students experienced customer service in practice. What is more, in the course of the project all the participants improved their knowledge of English and learned a little bit of Finnish or German. Above all, the project certainly offered the chance to make friends and contributed to a better understanding of another culture and mentality.

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Language / Location

Languages are an important way to communicate with each other. It's good to know foreign languages. Location is important because all services should be close and easy to get to.

January | Jänner | Tammikuu

Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31



Types of Customers

There are a lot of different types of customers. Everybody has their own interests and needs. You tell different things to individual travelers and groups.

February | Februar | Helmikuu

Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29



Types of Customers

There are a lot of different types of customer, for example, kids, teenagers, middle-aged people, old people, sporty ones, lazy ones, interested ones, groups, singles, people with special needs.

March | Maaliskuu | März

Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31



Behavior

Customers are happier if you treat them well. You have to be polite and help them if they need information. Then they'll come again and also give information to their friends.

April | April | Huhtikuu

Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa							
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Outfit

Outfit is part of good customer service. Different work places require different outfits.

May | Mai | Toukokuu

So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di							
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Good food - good mood

Every country has different food and special dishes that represent it. There is, for example, the Austrian “Wiener Schnitzel” or the Finnish “Poronkärstys”.

June | Juni | Kesäkuu

Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do							
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Quality

Quality is high when you feel it like at the glass igloos in Levi. It is most important that quality answers the customers' expectations.

July | Juli | Heinäkuu

Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So							
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Information

Without guiding you may be lost.

Take a brochure or ask. It's nice to get some information about the place where you are staying.

August | August | Elokuu

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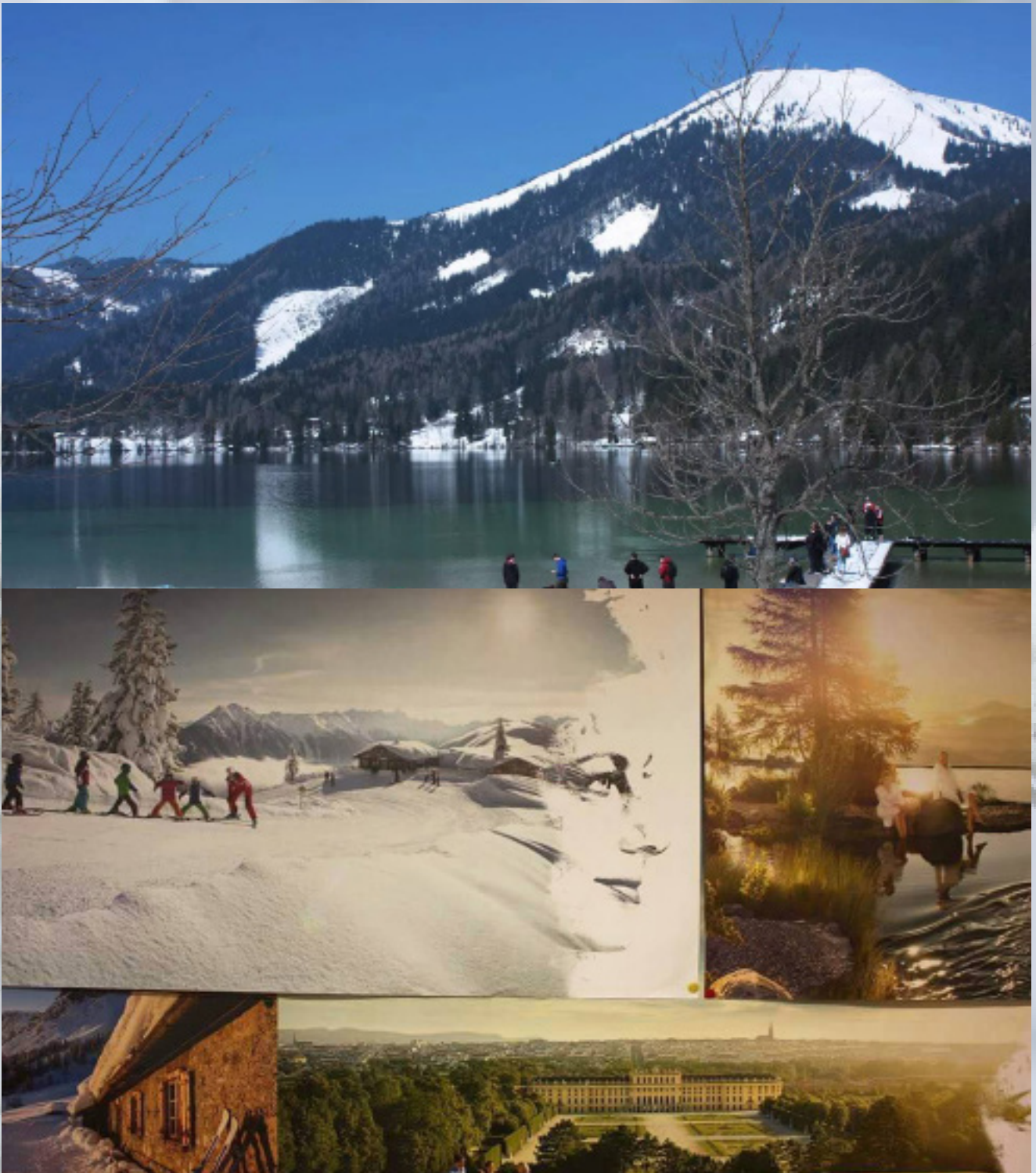


Money

Tipping shows your appreciation. It can vary in different countries. In Austria it is expected but not in Finland.

September | September | Syyskuu

Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr							
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Promotion

Promoting the positive aspects of your product is a good way to catch customers' attention.

October | Oktober | Lokakuu

Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

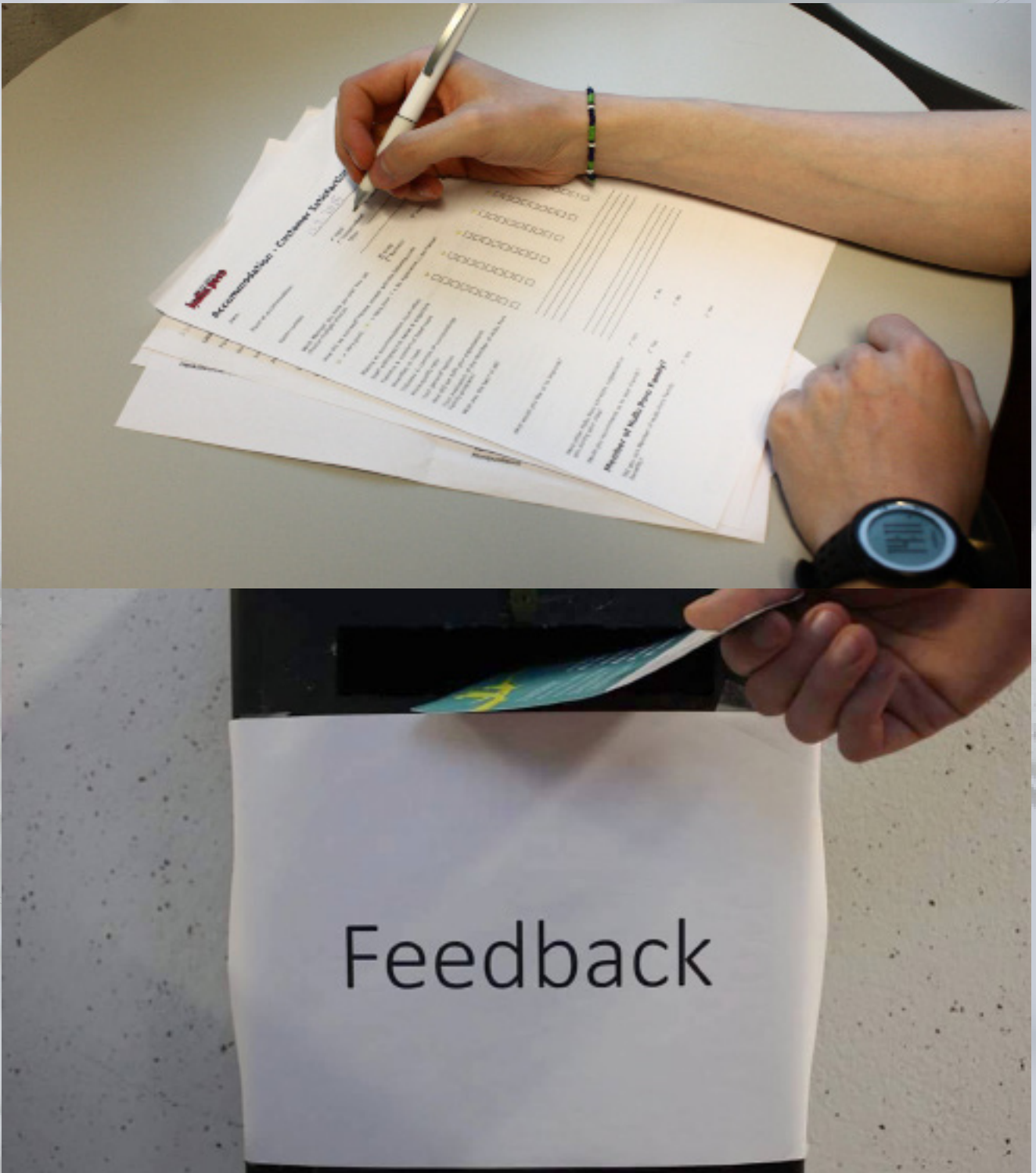


Clichés

What comes to your mind when you think of Finland or Austria? - Snow, sauna, northern lights, Santa Claus, mountains, Lederhosen, Dirndl, yodeling ...

November | November | Marraskuu

Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi	Do	Fr	Sa	So	Mo	Di	Mi							
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Feedback

Feedback is important for improving customer service. Constructive criticism should be helpful.

December | Dezember | Joulukuu

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