

FIRST PLACE

MEDIUM CHAMBER

IDEA:

"The Whistler Experience"

CHAMBER:

Whistler Chamber of Commerce

LOCATION:

Whistler, BC

Whistler[®] Chamber™

[PROGRAM WEBSITE](#)

THE TIDE RISES ALL BOATS

The Whistler Experience.

The Whistler Chamber of Commerce partnered with the University of Victoria (UVic) to build a service leadership program that provides local organizations with the resources necessary to deliver world-class service.

The result? The Whistler Experience – a suite of programs powered by UVic’s Gustavson School of Business. The programs leverage learning partnerships that help organizations provide powerful customer experiences.

Developed by Dr. Mark Colgate, an award-winning Professor of Service Excellence, The Whistler Experience approach focuses on the 3Rs: be Reliable, be Responsive, and build Relationships.

Customer experience is critical to the success of the entire Whistler resort. The Whistler Experience approach offers a methodology that can be consistently taught at every business – large and small – and in any sector. By leveraging the large scale of the resort, the chamber is able to make the training affordable – especially for small businesses.

Through the Whistler Experience, the chamber is able to offer a growing framework of programs and resources which strengthen individual business models to sustain excellence and add to the bottom line. In addition to its training courses, the program

offers tools, such as an Implementation Guide, a Secret Shopper Program, and a Recruitment & Retention Toolkit.

Since its inception, hundreds of organizations have implemented the core content and 20,000 people (approximately 50% of the annual workforce) have attended the training.

Secret Shopper reports and resort-wide guest satisfaction indicate the program’s positive impact on the guest experience. Recent statistics show that over 85% of visitors were satisfied in all 3Rs.

"The Whistler Chamber of Commerce has been instrumental in engaging businesses to further improve the resort’s excellent customer service. This commitment is a cornerstone to Whistler’s overall guest experience and therefore to the continuing economic success of the resort community as a whole."

Nancy Wilhelm-Morden

MAYOR | Resort Municipality of Whistler