

# Implementing volunteer customer service through our Volunteer Ambassador programme

People 1st  
International



Creating bespoke training programmes through private sector partnerships, delivering customer service training for hundreds of volunteers at major international events.

## Background

The Skills Show is delivered by WorldSkills UK and is a major international skills and careers exhibition held annually, showcasing the new generation and attracting more than 80,000 visitors. Practical hands-on experience inspires young people to explore a wide range of careers and motivates them to find out about the world of work.

The Skills Show is staffed mainly by volunteers, for many this will be their first experience at volunteering. Creating a great 'customer experience' is at the heart of the Skills Show and creating Ambassadors who provide a great welcome is crucial for the reputation of the event.

## People 1st skills

Our role was to deliver volunteer training to WorldSkills UK with an ongoing commitment to the UK Skills Show annually through our Volunteer Ambassador programme.

This is a bespoke implementation, working with trainers to develop our Team Leaders, giving them the confidence to coach their teams to perform to the highest standards.

The training was delivered through classroom sessions, practical hands-on learning and through flexible on-line ELearning. We contextualise the Ambassador Workshops particularly focusing on the volunteer's role as an Ambassador for the UK Skills Show.

## Outcomes and impact

The clients were very pleased with the skill levels of the Ambassadors and the show was an unqualified success. Over 200 volunteers were trained as Ambassadors for WorldSkills UK and a further 50 trained in supervisory and health and safety roles. Building on this, over 1000 volunteers have been trained for UK Skills to date.

Our 'Ambassador Workshop' gives staff and volunteers the skills to deliver a warm and friendly welcome to customers and visitors, and is particularly focused on their role as an Ambassador for their local area or a specific event.

Ambassador training helps young people to learn soft skills, like team work and negotiating, this in turn helps their career path. The programme has also earned recognition with WorldSkills UK winning the Investing in Volunteers award. This is the only standard for businesses that focuses on volunteers. Achieving the award is based on four areas of volunteer management: planning for volunteer involvement, recruiting volunteers, selecting and matching volunteers and supporting and retaining volunteers.

## United Kingdom

Client:  
WorldSkills UK

*“We work closely with all our volunteers to ensure they have a positive, rewarding experience that will give them a step up in the world of work, developing the skills and confidence they need to make a difference in the workplace.”*

*People 1st have done a fantastic job of successfully training our Volunteer Ambassadors to deliver yet another successful Skills Show ”*

Clare Baars  
Volunteering&EmployabilityManager  
WorldSkills UK



## Developing bespoke volunteer training programmes

worldskillsuk  
**The Skills Show**



Agreeing  
Collaboration

Support existing  
Trainers



Developing the  
Programme

Train The Trainer



Implementation

Quality Assurance  
of the trainers



### BESPOKE OUTCOMES

WorldSkills UK  
250 Volunteer Ambassadors trained

UK Skills Show  
Over 1000 Volunteer Ambassadors trained

### About People 1st


People 1st delivers consultancy that enables its clients to retain staff, increase productivity and create and implement effective people strategies. We are an impartial, trusted and effective strategic partner to our clients, working primarily across the hospitality, travel, tourism, passenger transport and retail industries. From apprenticeship consultancy to occupational standards development, world-renowned customer service training, 'train the trainer' programmes, labour market intelligence and insights and talent management support, we are passionate about transforming skills and development both internationally and across the UK's visitor economy.

For more than 50 years, we have been working to help businesses to become more competitive, attract and retain people in the sector, and challenge perceptions of the visitor economy sector as low-skilled and lacking career prospects.

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