

# ScotRail get VisitScotland accreditation

## ScotRail staff have been coached by a customer services' company to improve the service they give to tourists

WorldHost trained 118 hospitality stewards in ways to make a good first impression and 'go the extra mile' for customers. They were also taught that the company plays a vital role in Scottish tourism.

VisitScotland has accredited ScotRail as an iKnow Partner for training their staff.

### ScotRail Tourism

Manager Alasdair Smart said: "We're working hard to improve stations

across Scotland's Railway, and providing customers with world class customer

service is an integral part of that.

"Becoming a part of the iKnow Partner programme means we can share our passion and pride with visitors, create a memorable experience and

have a positive impact on the local economy.

"It's a signal to visitors that we're a VisitScotland accredited authority on topics relevant to their stay in Scotland."

### VisitScotland Chief

Executive Malcolm Roughead said: "We're pleased to welcome ScotRail into

the iKnow Partner programme in recognition of the ongoing

customer service  
training to upskill its staff on the role they play in the  
wider tourism  
economy, and how they can help visitors to Scotland have the  
best experience  
possible.

“Innovative approaches are needed to grow the visitor  
economy. It is through successful collaboration with our  
travel partners that  
we have been able to tap into the expertise and local  
knowledge of ScotRail’s  
hospitality stewards to support our ongoing ambitions for the  
Scottish tourism  
industry.

“Everything we do is about creating a passion for Scotland –  
building an army of advocates through innovative marketing,  
partnership, events  
and business excellence to create a destination and customer  
experience worth  
talking about.”