

DFWC Academy launches free training course for frontline store staff

The Duty Free World Council Academy (DFWCA) has created a training course which seeks to provide frontline sales staff with guidelines on how they can ensure their safety and that of their customers as duty free stores reopen around the world.

The online course is offered free of charge to all industry stakeholders and contains valuable guidelines for store staff.

Retailers and suppliers can obtain a company-specific registration to allow them, if desired, to monitor the extent of participation by their staff.

The course, which takes around 15 minutes to complete, has been developed based on the Duty Free World Council Retail Operations Recovery Protocols.

The protocols set out best practice for retailers and their staff on the safe reopening of duty free stores and the course will demonstrate how these can be implemented in the duty free retail environment.

On behalf of the DFWC Academy, DFWC President Sarah Branquinho said: “Welcoming customers and colleagues back to our stores safely is of the utmost importance. Consistent application of fundamental protective measures across duty and tax free retail locations will be essential to restore customers’ confidence that they can shop in safety. We are delighted to provide the course free of charge to the industry, and again thank all those companies who contributed to developing the protocols.”

Commenting on the initiative, Derek Hughes, Managing Director of the Institute of International Retail (IIR), the educational partners of the DFWC Academy, said he believes this short course will help reassure both employees and travelers that the industry has a consistent approach globally to best-practice protocols at retail outlets.

For details, go to <https://www.dutyfreeacademy.com/dfwc-academy-retur...>