



BUSINESS  
EXCELLENCE

# TOURISM EXCELLENCE

## Exceptional Customer Service

### Fact Sheet – Hints and Tips

Prepared by **VECCI** for **Tourism Victoria**



TOURISM  
EXCELLENCE



## FACT SHEET – HINTS AND TIPS

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### Key Point

### WOW! = $ce^2$

We can think of creating a WOW! for customers by focussing on making a **Connection**, meeting their **Expectations** and ensuring a memorable **Experience**.

#### Remember:

- Customers have become a dominant force in the tourism industry due to their increased knowledge and travel needs
- There has been a dramatic change in how customers seek information on travel
- Customer Service is paramount as tourism operators need to deliver on their promises
- There is an increased interest in self-drive and regional areas so visitors can make it their 'own experience' with local interaction important
- There are more small groups travelling, requiring customised and specialised itineraries
- There is a large demand for travel product/s that offer a unique experience



### Hot Tip

#### Tips:

- The experience you deliver is crucial. Does your product offer match your product/s and services? Do you deliver on your promises?
- Aim to delight your customers. Make your product/s about the experience you offer. Ensure it stands out in terms of value and uniqueness
- Know your product/s strengths and weaknesses. Have you product mystery shopped?
- Does your product give the customer choices and control? Where possible, personalise your Customer Service
- Speak to your target customers. Do you/your website have a place where customers can write reviews or leave photos?
- Be aware of customer feedback and satisfaction with your 'experience'. See what customer information already exists about your business by searching online

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## FACT SHEET – HINTS AND TIPS (continued)



Hot Tip

### Customer Touch Points - Tips

Telephone	Email
Tone of voice/words important	Good for confirming discussions, not for initiating or important requests
Answer quickly	Be aware of potential for misinterpretation of message/tone
Thank customer for calling	Use subject header for simplicity
Offer to call customer back if long hold times for transferring calls	Keep message succinct and easy to read – number or bullet key points
Minimise background noise	Use a greeting at start of email
Personalise – use customer’s name	Thank customer for their enquiry
Caller to hang up first	Offer to answer questions/concerns
Pen/paper handy to take notes	Avoid large attachments
Do not eat/drink while on phone	Avoid jargon or acronyms
Welcome greeting – give your name	Be careful with ‘cc’ function
Confirm customer is ok to wait before putting on hold	Question: is this the best way to communicate with my customer?



Key Point

### Question Styles

<b>Open</b>
A question that seeks descriptive responses
Usually begin with words such as, ‘What’, ‘Why’, ‘How’ ‘Can you describe’...
Can be used to encourage a customer to elaborate on their needs
<b>Closed</b>
Closed questions are used when you only want a one word response - generally a ‘Yes’ or a ‘No’
Use a closed question if you need a customer to make a decision
<b>Probing</b>
Can be either open or closed questions
May start with ‘Can you tell me more about...’, ‘What is important to you about...?’ ‘What do you mean by that?’
Can be used to clarify information provided
Used to gain further detail

## FACT SHEET – HINTS AND TIPS (continued)

Source: CSIA 2007  
Caldwell Banker



Key Point

### Poor Customer Service

%	Poor Service Characteristics
46%	Inability to resolve questions or problems
38%	Unavailable or difficult to reach
37%	Dealing with multiple people to resolve problems
34%	Lack of product knowledge
33%	Unprofessional demeanour

### Handling Complaints

- Hear them
- Empathise
- Apologise
- Take Responsibility



Hot Tip

### Tips

Remember some key things a complaining customer will respond to:

- Being taken seriously
- Being treated with respect
- Immediate or quick action
- Offer of compensation
- Problem resolved so it doesn't happen again
- Being listened to