

# Unit 3: The Travel and Tourism Customer Experience

## Learning Aim C

### First Impressions

- Are REALLY important
- If they are not positive, people will be not return or walk away.
- Roughly you have make a first impression within the first 10 seconds of meeting someone.



### Personal Presentation

- Again, really important.
- Many people in Travel and Tourism wear uniform, this should reflect what your customer service style is.
- Personal Hygiene should be good, take regular showers, check that your teeth are clean and breath smells fresh.
- Bring hygiene products to the office if likely to be high temperatures.



### Patience

You need patience to work in Travel and Tourism  
Treat questions that you may have heard 100 times already in that day like it was the first time, treat it with respect  
Help customers express their needs and wants.  
Help them with the processes and geography of your workplace



### Empathy

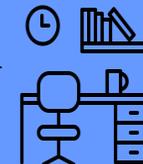
- Empathy is not sympathy, Empathy goes further.
- It is understanding the difficulty someone might be having. Put yourself in a customers shoes, how might they be feeling about the situation?



## Customer Service

### Environment

Is your desk a place where customers could come?  
Think about...  
A travel agency with half filled racks of brochures  
A train with litter on the seats and floor.  
No one at a hotel lobby or a display showing the wrong dates? How would you feel?  
Make sure the environment reflects your customer service



### Active Listening

- Active listening is more than casual listening.
- You must listen more carefully.
- Demonstrate you are listening by using verbal and non verbal techniques e.g. nodding along with the conversation or saying "a-ha" or "I see"



# Unit 3: The Travel and Tourism Customer Experience

## Learning Aim C

### Sensitivity

Customers will be all different types. Some may be of different nationality. Some may be elderly or young. Some may be angry or shy. You need to be aware of confidentiality in writing and verbally. Customers expect you to treat what you know about them confidentially. Some information should never be shared with outside parties unless you are doing it to meet legal requirements.



### Body Language

- A smile and good eye contact are good examples of warmth, interest and confidence
- Folded arms, looking at the ground, indicates boredom or a lack of interest in the person.



### Language.

Language is not all about the words we say. It is also about how we use our bodies.



### DID YOU KNOW!

10% of the impact of our communication comes from what we say  
 30% comes from the pitch of our voice  
 60% comes from what our body is doing!

## Customer Service continued...

### Phonetic Alphabet

A - alpha	N - november
B - bravo	O - oscar
C - charlie	P - papa
D - delta	Q - quebec
E - echo	R - romeo
F - foxtrot	S - sierra
G - golf	T - tango
H - hotel	U - uniform
I - india	V - victor
J - juliet	W - wiskey
K - kilo	X - x-ray
L - lima	Y - yankee
M - mike	Z - zulu

### DON'T!

- Don't use long complicated words and phrases
- Don't use jargon like LOL
- Don't use slang
- Try not to use too many mannerisms when we speak like "er" or "umm"



### DO!

- Use the music of your voice.
- Use varied pitch and tone- this demonstrates interest.
- A loud voice is useful in noisy situations or emergencies.
- A quiet voice can encourage a quiet atmosphere



In some industries the phonetic alphabet is used to help communicate clearer

# Unit 3: The Travel and Tourism Customer Experience

## Learning Aim C

### Teamwork

Every person in the organisation need to do the best job they can, so that their internal customers can do their job well.

- Many jobs require people to work in teams,
- They work under pressure in confined spaces.
- They depend on each member doing their job well.
- They must show the right skills and knowledge and attitude to look after passengers and to help their colleagues.



### Mission Statements

- Mission statements describe an organisation's purpose and values. It is a major influence on the strategy of the organisation.
- This influences the policies and standards the organisation has.
- It also influences their recruitment and training policies.



### Policies

These are frameworks for deciding what to sell, where and how, as well as the organisation will interact with its customers and staff. It will include...



- What information the organisation will provide, and how and when it will provide it.
- The performance level they will aim for e.g. punctuality, quality, response times.
- Payment and refund policies
- What they will do in the event of a disruption or failure to provide the product or service.
- The compensation they will provide

## Customer Service Continued...



### Customer service standards setting and maintenance

- Discover the service factors are important to their customers so that they know what to measure
- Decide the standards and levels to be set
- Decide how to measure those standards
- Measure those standards at appropriate locations and frequencies
- Encourage feedback from customers



# Unit 3: The Travel and Tourism Customer Experience

## Learning Aim C

### Impacts

Your customer service will have a huge impact on the company you work for. Good product knowledge can lead to...

- Customers remaining loyal to your business and returning
- It will increase your confidence for future sales.
- It will boost your knowledge of the product and your skills and techniques will be better.
- Customers will be impressed by your recognition of their needs.



### Technology

It is important to remember that technology has changed the face of tourism in the last 50 years making it far easier for customers to book. Having good knowledge of these systems will increase customers returning.



### Sales and New Customers

- Providing **good customer service** will increase your customer numbers. They will in turn spread the word about you and the business and more and more people will come.
- **Negatively**, if customer service is bad, this can also have a bad effect on the business which can lead to job losses, negative publicity about the business and complaints



## Impacts of excellent and poor customer service on travel and tourism organisations

### Compliments

Everyone likes getting compliments, even organisations. If a customer compliments you or your business it helps one understand what is important to customers and what is being done well.



### Repeat Business Loyalty/ Referred Customers

Look after your customer and they will keep coming back. Think of your favourite coffee shop, they have loyalty cards to keep you returning!



### Staff Turnover/ Job Satisfaction

If the customer service is good, the employees are happy, which means that the business will retain the staff they have and they will want to progress in the business rather than leave. It is also important to reward staff for their hard work

