

# Travel and Tourism

G721 Customer service in travel and tourism  
Unit Recording Sheet

Please read the instructions printed at the end of this form. One of these sheets, suitably completed, should be attached to the assessed work of each candidate.

**Unit Title** 2 Customer service in travel and tourism

**Centre Name** \_\_\_\_\_

**Candidate Name** \_\_\_\_\_

**Evidence:** You review customer service for one chosen travel and tourism organisation and provide customer service in a variety of situations, including handling a complaint or problem.

<b>Unit Code</b> G721	<b>Session</b>	<b>Jan / June</b>	<b>Year</b>
			2 0 0 9
<b>Centre Number</b>			
<b>Candidate Number</b>			

**Criteria**

AO1.1: You show some understanding of how the differing needs of internal and external customers are met; the needs may not be specifically applied to the chosen organisation; there are some omissions or inaccuracies showing lack of full understanding.	AO1.2: you provide a comparison of how the needs of internal and external customers are met by the chosen organisation, with few omissions, showing clear understanding of customer-service principles.	AO1.3: you provide a thorough comparison of how the needs of internal and external customers are met and draw reasoned conclusions about how the organisation benefits as a result, showing full understanding of how different needs are met.	Teacher Comment	Page No.
<p><b>AO2.1:</b> You provide evidence of communication with a variety of customers in a variety of situations (minimum two different situations, two different customer types) whereby some basic customer-service skills have been applied, your evidence of handling a customer problem or complaint is weak and shows lack of customer-service skills, or may not have been included, and supporting evidence may be lacking in depth and detail;</p> <p>[0 1 2 3 4 5]</p>	<p><b>AO2.2:</b> you provide evidence of effective communication and customer-service skills being applied in a variety of situations (minimum two different customer types), one being the handling of a customer complaint or problem; supporting evidence is appropriate to the situations concerned and there is some evaluation of your own performance.</p> <p>[6 7 8 9 10]</p>	<p><b>AO2.3:</b> you provide evidence of successful communication and customer-service skills being applied in a range of customer-service situations with a wide variety of customers, which includes dealing confidently with customer complaints or problems, supporting evidence of customer-service activities is thorough and appropriate and you present a reasoned evaluation of your own performance.</p> <p>[11 12 13 14 15]</p>	<p>Very comprehensive description covering the key areas. Equally strong &amp; covers all main groups on both INTERNAL + EXTERNAL customers. Comparison included → but could be developed further (hence 14)</p> <p>An excellent report clearly showing that outstanding service was delivered on each occasion - tailored to the customers' specific needs. Excellent supporting evidence with extensive evidence of</p>	1-15
<p><b>AO1.1:</b> You show some understanding of how the differing needs of internal and external customers are met; the needs may not be specifically applied to the chosen organisation; there are some omissions or inaccuracies showing lack of full understanding.</p> <p>[0 1 2 3 4 5]</p>	<p><b>AO1.2:</b> you provide a comparison of how the needs of internal and external customers are met by the chosen organisation, with few omissions, showing clear understanding of customer-service principles.</p> <p>[6 7 8 9 10]</p>	<p><b>AO1.3:</b> you provide a thorough comparison of how the needs of internal and external customers are met and draw reasoned conclusions about how the organisation benefits as a result, showing full understanding of how different needs are met.</p> <p>[11 12 13 14 15]</p>	<p>14</p>	12-35
<p><b>AO2.1:</b> You provide evidence of communication with a variety of customers in a variety of situations (minimum two different situations, two different customer types) whereby some basic customer-service skills have been applied, your evidence of handling a customer problem or complaint is weak and shows lack of customer-service skills, or may not have been included, and supporting evidence may be lacking in depth and detail;</p> <p>[0 1 2 3 4 5]</p>	<p><b>AO2.2:</b> you provide evidence of effective communication and customer-service skills being applied in a variety of situations (minimum two different customer types), one being the handling of a customer complaint or problem; supporting evidence is appropriate to the situations concerned and there is some evaluation of your own performance.</p> <p>[6 7 8 9]</p>	<p><b>AO2.3:</b> you provide evidence of successful communication and customer-service skills being applied in a range of customer-service situations with a wide variety of customers, which includes dealing confidently with customer complaints or problems, supporting evidence of customer-service activities is thorough and appropriate and you present a reasoned evaluation of your own performance.</p> <p>[10 11 12 13]</p>	<p>12</p>	Appendices - A-S (112 - 130)

Criteria

Teacher Comment

Page No.

<p>AO3.1: You provide evidence of some research, from limited sources, being used to give an outline of the ways in which the chosen organisation assesses the effectiveness of the customer service it provides to its customers; the sources may not be named, your research may not always be relevant to the chosen organisation and the findings may not always be used effectively.</p> <p>[0 1 2 3 4]</p>	<p>AO3.2: you provide evidence of research, from a number of different sources, used to give an analysis of the methods by which the chosen organisation assesses the effectiveness of the customer service it provides to its customers; your research is mostly relevant and most of the findings are used in the analysis.</p> <p>[5 6 7 8]</p>	<p>AO3.3: you provide evidence of thorough research using a range of techniques, to critically analyse the ways in which the chosen organisation assesses the effectiveness of the customer service; it provides to its customers and the measures it takes to make improvements; your research is relevant and effectively used to inform the analysis.</p> <p>[9 10 11 12]</p>	<p>Mentions the Deep's Mission Statement /Airs. You provide evidence of thorough research + range of techniques. You analyse well - especially internal customers. Evidence provided in appendix. <del>Some confusion over primary/secondary</del> → why didn't score full mark</p> <p>36-47 36 New on page 36 Does most of what rest of marks</p>
<p>AO4.1: Your explanation of the customer-service principles underlying the service provided in the chosen organisation to some types of customers is limited in terms of evaluation; this identifies only the main strengths and weaknesses of the service provided and makes only basic recommendations for improvement, which may not be realistic; your use of terminology is not always accurate and written communication lacks detail in accuracy and content.</p> <p>[0 1 2 3 4]</p>	<p>AO4.2: you provide an evaluation of the customer-service principles underlying the service provided to different types of customers in the chosen organisation; this draws sound conclusions and makes reasoned judgements about the service provided (which meet the organisation's values and attitudes) and gives limited but realistic recommendations for improvement; you present materials suitably with appropriate use of some terminology and your understanding is conveyed through use of appropriate language.</p> <p>[5 6 7]</p>	<p>AO4.3: you provide a critical evaluation of the customer-service principles underlying the service provided to a range of different types of customers in the chosen organisation; this draws valid and substantiated conclusions and makes well-reasoned judgements about the service provided and makes valid recommendations for improvement to meet the organisation's values and attitudes; you present your work logically, showing use of appropriate terminology and your meaning is clear and accurately conveyed.</p> <p>[8 9 10]</p>	<p>A critical evaluation of customer service at the deep to different types of customers (using mystery shoppers /swot / Personal observations → all well). Excellent captured photos. Have valid recommendations + draw reasoned conclusions/judgements</p> <p>10 47 48-86</p>
<p>Total/50</p> <p>47</p>		<p>2 0 0 8</p>	<p>Please tick to indicate this work has been standardised internally</p> <p><input checked="" type="checkbox"/></p>

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (www.ocr.org.uk).  
A completed Centre Authentication form CCS160 must accompany the MS1 when it is sent to the moderator

Guidance on Completion of this Form

- 1 One sheet should be used for each candidate.
- 2 Please ensure that the appropriate boxes at the top of the form are completed.
- 3 Please enter specific page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- 5 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.

**Unit 2 –  
Customer Service in  
Travel and Tourism -  
The Deep**

## Contents

### **AO1**

Introduction to the Deep	1 – 2
Benefits of good customer service at the Deep to different customer types	2 – 5
Consequences of poor customer service to the Deep	5
The needs of external customers at the Deep	6 – 11
The needs of internal customers at the Deep	11 – 14
Conclusion	14 – 15

### **AO2**

Summary of skills demonstrated	16 – 18
Evaluation of performance as a travel advisor selling a holiday	18 – 25
SWOT analysis of my performance in this situation	25 – 26
Evaluation of performance as a resort rep dealing with a problem situation	26 - 30
SWOT analysis of my performance in this situation	30 – 31
Evaluation of performance dealing with a letter of complaint	31 – 34
Conclusions and recommendations	34 – 35

### **AO3**

Introduction	36
The research	36 – 37

Primary research results	37 – 45
Secondary research	45
Analysis	45 - 47

#### **AO4**

Introduction	48 - 49
Primary research	49 - 74
SWOT analysis	74 - 77
Personal observation and photographic evidence	77 - 82
Conclusions and recommendations	82 – 86

#### **Appendix for AO1, AO3 and AO4**

A – The Deep questionnaire	87 – 90
B – The Deep information pack	91 – 95
C – Red Arrow Report	96 – 102
D – The Deep visitor numbers	103 – 105
E – Mystery shopper survey	106 – 109
F – The Deep slideshow	110 – 111

#### **Appendix for AO2**

A – Ancient voyage cruise brochure page	112
B – Ancient voyage boat details	113
C – Ancient voyage flight page	114
D – Ancient voyage notes	115

E – Mediterranean Mosiac brochure page	116
F - Mediterranean Mosiac parking	117
G - Mediterranean Mosiac notes	118
H – Travel advisor witness statement	119
I – Annotated photograph 1	120
J – Annotated photograph 2	121
K – Copy of name badge	122
L – Extra bits form	123
M – Travel planner	124
N – Dealing with a complaint notes	125
O – Dealing with a complaint witness statement	126
P – Annotated photograph 3	127
Q – Annotated photograph 4	128
R – CSR form	129
S – Answer to a letter of complaint	130

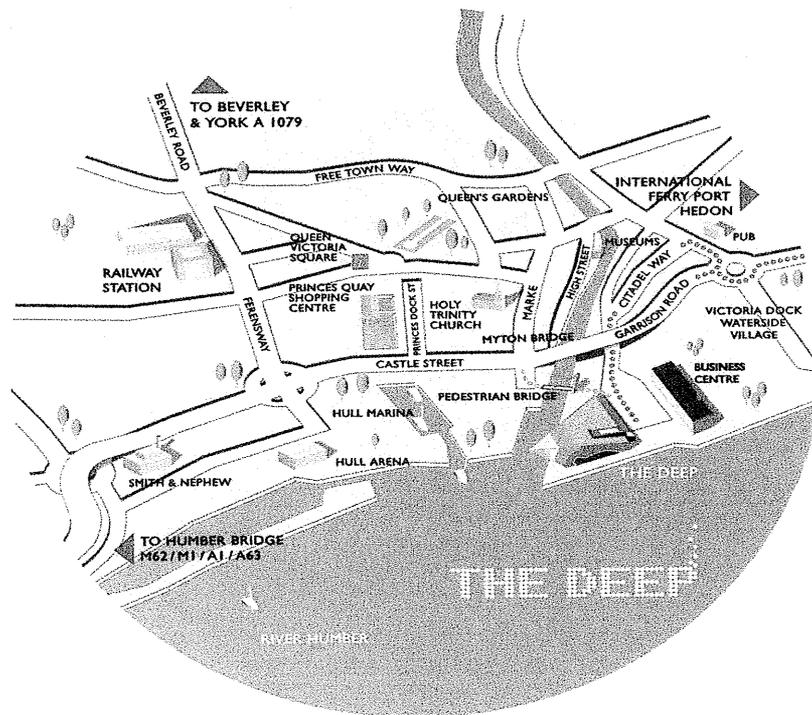
**AO1**

## Unit 2 Task A

### Customer Service in The Deep, Hull

#### Introduction to The Deep

The Deep is a “charitable public aquarium dedicated to increasing people’s enjoyment and understanding of the World’s oceans” (source: [www.thedeep.co.uk](http://www.thedeep.co.uk)). It is situated in Hull, Yorkshire and its location is shown on the map below.



*Subsidiary  
Industries*

The Deep first opened in Easter 2002 and has had 3.6 million visitors both from the UK and abroad so far. It is one of the most spectacular aquariums in the World and is home to 40 sharks and over 3500 fish. The Deep operates under the company name Running Deep Ltd which is a registered charity and an independent company. There are three parts to the company which are; the attraction itself, the car park and a business centre. The Deep is a very successful business and made a profit of over £1 million last year.

## Task A

Good customer service means consistently exceeding the needs and expectations of customers rather than just meeting them. Some examples of good customer service are;

- Being friendly and approachable at all times
- Being able to deal with any problems that people may have
- Giving good, accurate information
- Having good communication skills

### Benefits of good customer service at the Deep to:

#### The Customers – external customers

Good customer service to the customers at the Deep includes the customers;

- Being well looked after
- Receiving the best advice
- Having a trouble free visit and feeling comfortable
- Feeling like they can trust the business
- Receiving better products

There are many benefits to the Deep of providing good customer service to their customers. Firstly, good customer service will create a good reputation for the Deep which will encourage people to visit, therefore creating more custom. Also, if the customers receive good customer service while at the Deep they will be satisfied and this will then create repeat visits. As the Deep relies solely on income from their customers it is very important for them to make sure that they provide good customer service to satisfy their customers so that they will return. It also costs the Deep less to satisfy an existing customer than it does to win a new one as a full page advertisement in a national newspaper such as the Daily Mail would cost them £50 000 for one day so by providing good customer service and keeping their existing customers

As 1.3  
Benefits  
to  
the  
Deep

happy they will receive repeat custom and will not have to pay large amounts of money to gain new customers.

To provide good customer service to their customers, the Deep makes sure that;

- Staff have the right attitude – this is so that the staff will always be happy to help and provide excellent customer service. The staff are expected to always have the right attitude even on days when they may not want to work such as Boxing Day as they need to be professional and make sure that the customers are always satisfied.
- Staff are welcoming and knowledgeable – the staff must know about everything in the area that they are positioned in so that if any customers have a question they will feel comfortable to approach the staff and the staff will be able to answer anything they will want to know. The staff must also act with integrity and if they do not know something that they are asked they will not lie and make up an answer as this would be providing bad customer service and if the customers found out that they had been lied to they would not trust the company and would not return.
- Information is easily available both before and after arrival – this means that customers should be able to find out anything they need to know which is often done by using the website before they visit the Deep so the website must have all the information that they will need to know.
- All facilities are suitable, clean and working – this includes toilets being checked regularly and any problems that there may be are corrected straight away so that the customers are happy with the facilities.

Act 3  
Full  
understanding  
of  
Customer  
Service  
Principles

### The Employees – internal customers

There are many benefits of good customer service to the employees at the Deep. These include;

- Morale being raised as the company will be more successful so they can provide rewards and incentives to their staff.
- Their jobs being made easier because in the long run the customers will be more pleasant and there will be less complaints to deal with which will also make their jobs more enjoyable.
- Improved communication between the employees and also with the customers therefore improving efficiency.
- Good training being given to all staff such as specialist customer service skills which will improve skills and will benefit them in the future and outside of work.
- A pleasant and happy working environment.
- The company will become more profitable due to the good customer service which will lead to better wages and working conditions for the staff.
- Staff loyalty as they will be happy working for the company.
- A lower staff turnover which will reduce recruitment costs to the company.

### The Organisation

There are many benefits of good customer service to the Deep. These include :

- Good customer service will satisfy existing customers which can then lead to return custom, therefore creating more revenue for the organisation.
- A better public image which can then create more custom and encourage new customers to visit, also providing more revenue to the organisation.

↑  
Adv. 3  
Benefit  
Very  
clear

- Enabling the Deep to have an edge over any competitors so that customers will choose them over similar attractions in the area which will also increase the amount of revenue.
- The business having a happier and more efficient workforce.
- Having satisfied customers and customer loyalty to create repeat custom.
- Good customer service also means that the staff will be happier and stay with the business which also saves the business money as it costs more to employ new staff than to keep existing staff.
- Costs can also be reduced as all products that the Deep sells will be of a better quality so there will not be as many refunds or replacements therefore saving the business money.

### **Consequences of poor customer service to the Deep**

If the Deep has poor customer service then there will be many consequences. Firstly, dissatisfied customers will not return which will lose the business any repeat custom that they could have had from them customers. Also, if people are receiving poor customer service they will tell friends and family so this will create a bad reputation for the Deep which will then deter people from visiting in the future so this will result in the company losing revenue.

If the Deep has poor customer service the staff will not be as happy in their jobs which could result in them leaving the company. This would then mean that the Deep would have to recruit new employees, however this costs more than keeping existing employees so will cost the company more money which they would not have had to spend if the existing employees were satisfied in their jobs and remained with the company.

↑  
Ac1.3  
See  
Common  
Page 4  
↓  
↑  
Ac1.3  
True  
Understand  
↓

## The needs of external customers at the Deep

External customers are the people who actually buy or use an organisation's products and services. All customers at the Deep have basic needs which need to be met when they visit the Deep. These include safety and security as all customers want to be safe when they visit an attraction such as the Deep as it will make their visit more enjoyable. They also expect the attraction to be clean and hygienic as they will not want to visit if the attraction is dirty. Visitors also expect good value for money when they visit the Deep so they will expect the attraction to be worth the price they paid to enter.

### Groups

There are many problems when dealing with groups of people. One problem is satisfying all of their individual needs. The Deep attracts many different types of groups with the largest being groups of school children. Each year the Deep get 21 000 visitors from primary schools.

All groups have different needs and the Deep tries to meet all these. The groups of school children have many needs and these include a reduced price entry as at most places when people book as a large group they receive a discount so many people now expect this, free or cheap coach parking, and some learning facilities as they visit on educational visits so need somewhere to do some learning. Other types of groups usually have the same needs apart from the learning facilities as they will not be visiting on an educational basis.

The Deep meets the needs of the groups by giving them a reduced entry price which is £5.00 for groups of school children with accompanying adults or teachers free, they also provide free coach parking, the use of secure bag storage and for groups of school children they also provide relevant classroom sessions and reserved packed lunch spaces.

The Deep meets the need of groups very well providing them with what they expect and this is an example of good customer service

Ac 1.3  
Comprehension  
how needs of  
External  
customers  
met

as they try to give visitors an enjoyable visit providing them with what they need and expect.

### **Different Age Groups**

The Deep attracts many different age groups all of which have different needs.

#### Young Children

The first age group that the Deep attracts is young children. These have many needs which can include everything being at a height that they can reach and see, nothing being dangerous to them so they remain safe during their visit, activities to keep them entertained, play areas, pram access, high chairs and reduced entry prices.

The Deep meets the need of young children very well. Everything is low enough for the children to be able to see and enjoy normally, for example many of the displays have glass sides which go right down to the floor so that even very small children can see what is inside. There is also a play area for any small children to play in to stop them getting bored. The Deep is also very accessible for prams with ramps so that prams can reach most areas and high chairs are also available in the canteen. There are also steps provided in the toilets to make it easier for young children to reach the toilets and sinks. Children under 3 can enter the Deep for free and there is a reduced entry price of £6.75 for children over 3.

#### Adults

Adults have different needs to those of other age groups. Adults expect an enjoyable experience and to get good value for money.

The Deep meets the needs of adults by providing lots of information and interactive exhibits so they can get the most out of their visit. There are also guide books and audio guides available to make their visit more enjoyable. The Deep also provides a restaurant

Ac1.3  
Comprehension  
Extension

with alcohol on a night which is a more adult environment so attracts many adults who do not have children which might not normally visit. The entry cost for adults is £8.75 and the average dwell time is 1.5 – 2 hours so this is a short dwell time which could suggest that people may feel that this is not good value for money so this would not meet the needs of adults at the Deep.

### Older People

Older people have many needs and expectations with an attraction like the Deep. They might need easy access and places to rest if they get tired while looking round. They might also like a quieter more peaceful experience without as many children running about.

The Deep meets the needs of older people by providing lifts and ramps so that access is easier. There are also benches provided around the Deep so that older people can sit down and take a rest if they get tired or just want a break. As many older people have complained about lots of children running about the Deep has met their needs for a quieter atmosphere by holding evening events so there are less children which is what the older people will enjoy more. If people phone the Deep and say that they do not want to visit when there are lots of children the Deep will recommend that they visit after 3pm when most of the school groups have left, so this is providing good customer service to the customers and meeting their needs.

### Different Cultural Groups

Different cultural groups all have different needs from the Deep. These needs include special dietary requirements and different types of dress being permitted inside the attraction. Different cultural groups also have different ways of communicating and greeting each other so the Deep must be prepared for this.

The Deep meets the needs of different cultural groups by providing different types of food to meet many different dietary requirements such as vegetarian. The Deep also permits all types of

Extended

AO1.3

dress into the attraction and do not discriminate between any cultures or religions. The organisation has also created a prayer room which religions such as Muslims can use during their visit as they need to pray regularly throughout the day so this will meet the needs that they will have and provide them with a more enjoyable visit.

### **People with Young Children**

People with young children have many needs when visiting the Deep. They expect easy access for prams, high chairs to be available, baby changing facilities and cheaper admission prices for the children.

The Deep meets all these needs for people with young children. There is easy access so that people can get prams or pushchairs in easily, all the walkways are ramps with no stairs so all areas of the attraction can be easily accessed. There are also high chairs in the canteen so that children will be safe while eating. There are baby changing facilities in both the male and female toilets and under 3s can enter for free. They also offer baby food and bottle warming facilities in the café.

### **Non-English speaking customers**

Tourists with limited English have different needs to other people visiting the Deep. They expect to have as much enjoyment at the attraction as anyone else. Many visitors with limited English will also expect there to be another language spoken or displayed at the attraction so that they can understand.

To meet the needs of tourists with limited English the Deep has audio tours available in Dutch and French and there are also signs in different languages however these were put in a corner which were difficult to see. There are also guides who can speak other languages such as German, Italian and French so if there was a group of foreign visitors one of the guides could accompany them around.



## People with Specific Needs

Customers with specific needs do not want to be made to feel different however they all have different needs. People with wheelchairs will need easy access to everything such as ramps, lifts and things to be at a level that they can reach. People who are hard of hearing will need hearing loops or people to speak in sign language and other people may have special dietary requirements.

The Deep is very good at meeting the needs of people with specific needs. They adhere to all legal requirements such as having the reception desk adapted for wheelchair users. All the walkways within the Deep are ramps to make access easier for people in wheelchairs or people who have difficulty walking and so that they can access all areas of the attraction and are not restricted from certain areas. All the staff also have disability awareness training so they know what to do if they have visitors with disabilities. There are also hearing loops so that people who are hard of hearing can tune their hearing aids and some of the staff are trained in sign language. The restaurant caters for different dietary requirements such as vegetarian, diabetic, dairy free and gluten free. The Deep also has auditory tours which are helpful for the blind and some of the lifts have instructions in Braille to help blind people. If there is a group of people with poor sight a guide will accompany them around the attraction.

## Corporate customers

When visiting the Deep, corporate customers need appropriate rooms for conferences with different setups and to be able to cater for different sizes. They will also need audio-visual equipment for presentations, catering facilities, car parking and secretarial facilities such as photocopying facilities.

The Deep meets all the needs of corporate customers. Firstly the Deep has its own business centre which can be used for corporate events and the actual attraction can also cater for corporate events.

↑  
Acc. 3  
Extended  
all groups  
covered  
including  
CORPORATE  
↓

The business centre has two rooms that can be used for corporate events and these are the board room and the meeting room. The attraction has three dedicated education suites that can be used as well as four other areas of the attraction that can be used including the observatory and the oceans gallery. The Deep can cater for up to 300 customers in one of the rooms and will cater for any size group up to this. This means that large corporate groups can visit and have a wide choice of rooms available to them so they are able to choose the most suitable for their needs. The rooms all have dedicated corporate facilities including fully equipped media walls, a full range of ICT equipment that is available to hire and broadband internet access. The Deep also meets the needs of corporate customers by providing a variety of different menus for the customers to choose from. These include a breakfast menu, buffet menu, fork buffet menu, hot buffet and a dinner and banquet menu. There is also a large car park at the attraction and the business centre has its own car park so there will always be somewhere for these customers to park. The Deep also offers many secretarial facilities including printing and photocopying facilities which corporate customers can use.

### **The Needs of Internal Customers at the Deep**

Internal customers are members of staff within an organisation or outside suppliers who contribute towards the service that is provided to external customers.

#### **Colleagues**

Colleagues at the Deep have many needs. They need good communication with other departments, management and guidance, job security, training and social events.

The Deep meets the needs of its colleagues very well. There is good communication between all departments. They use telephones and email as a way of easy communication so that people in other departments can always be contacted when they are needed. There

See Page 10



Ad. 3

Internal

competence



is also a clear management structure at the Deep so that the colleagues always know who they are in charge of and who is in charge of them. This also helps them as they know who to go to if they need guidance and who they should guide. The Deep also provides all staff with proper contracts so they have job security. All staff at the Deep receive training on general aspects of the work such as health and safety but they also receive specialised training for the area they are working in to improve their skills and make their job more enjoyable. There is a Christmas party each year which is paid for by the company and the staff look forward to this all year and this is a good social event as all the staff from all departments can get together and have a good time. The Deep also provides all staff with above standard pay to keep them happy and if they meet their targets they receive an annual bonus which is based on their previous year's salary however this is never any more than 10%. All employees are given a free uniform, free parking whilst at work, half price meals in the canteen, unlimited free drinks from the dispensers, a 33% discount in the shop, 10 complimentary tickets per year and designated locker storage and eating areas.

These are all examples of the Deep providing good customer service to its internal customers as they are providing them with the best service possible to keep them happy with their working life.

### **Management and Supervisors**

Management and supervisors at the Deep also need good communication with all departments. They need to know who they are in charge of and they expect a higher pay rate. They also need to be satisfied with their job and have job security.

The Deep meets the needs of its management and supervisors very well. They can communicate very easily with all departments by using telephones, walkie-talkies, newsletters in each payslip, e-mail and they use a tannoy each morning to announce special things so that

AC1.3  
Needs of Internal

they can let everyone know what is going on. There is also a clear management structure at the Deep (see appendix D) so that the management and supervisors know who they are directly in charge of. The management and supervisors also work longer hours and have a higher rate of pay. They also have a proper contract and job security. This all shows that the Deep provides good customer service to the management and supervisors and this results in them being happy and satisfied in their jobs. This is proven at the Deep as none of the management team have ever left the Deep so they must all be happy in their work.

### **Staff Teams**

Staff teams at the Deep have different needs to individuals. They need to have a good working relationship with all members of the team, good communication within the team and with other teams and they need a good working atmosphere.

The Deep meets the needs of the staff teams by encouraging them to work together happily as a team. Teams will support other teams during busy times for example if the reception is busy some of the shop team will go and help them. They also have many different ways of communicating with each other within the teams and with other teams such as telephones, emails and walkie-talkies so that they can all work easily together. This is good customer service for staff teams as the Deep is making sure they can work in teams happily and easily.

### **Employees of other organisations**

Employees of other organisation need good communication with the Deep so that they can always keep in contact and know what is going on. They also need a good working relationship with the Deep so that they are happy working with them.

The Deep meets the needs of employees of other organisations by having good communication and keeping in constant contact

Ad-3  
Needs of  
Interns

through phone and email so that they always know what is happening with each other.

The needs of the internal and external customers are both met in different ways and this is because their needs are different.

Both internal and external customers want to be as happy as possible with their experiences at the Deep but this is achieved in different ways. Internal customers need good communication and the best working environment possible so that they are happy in their job and will want to stay at the Deep whereas external customers want the best experience possible so that they can enjoy the experience and be pleased that they went.

The needs of internal customers at the Deep are met by providing the best service possible to them by doing things such as meeting their individual needs so that they can all enjoy the experience as much as possible and making sure that everything is clean and safe which will add to their enjoyment as this is what they expect from an organisation like the Deep. This service to the external customers is provided by the Deep's internal customers so the needs of the internal customers need to be met in different ways. The internal customers needs are met by making sure that they are happy with their job by ensuring good communication and guidance and the best working environment possible. Whereas external customers want the best experience possible the internal customers want to be satisfied with their jobs so that they can provide the good experience to the external customers.

In conclusion the Deep benefits greatly by providing excellent customer service to both its internal and external customers. Good customer service to the internal customers means that they are happy with their jobs and will be more positive and work harder also providing

↑  
A01.2  
Comparison  
of how  
Internal  
+  
External  
Customer  
needs  
met  
↓

better customer service to the external customers. The Deep also benefits because as the staff are happy they will not want to leave the organisation so they will not have to recruit new staff which could cost the Deep a lot more money than if they keep the existing staff. Good customer service to the external customers at the Deep means that they will be happy with their experience and will then tell other people therefore building up a good public image and encouraging repeat custom. This can also attract new customer to the Deep which will result in an increase of sales so the Deep will receive more revenue.

Overall good customer service is vital to the Deep as it maintains its high public image which keeps attracting more visitors and it also ensures that the staff stay with the organisation so if the standards of customer service were to fall then the amount of customers would decrease and staff would leave which is all a disadvantage to the Deep and could result in it losing a lot of revenue and not being as successful as it is now.



**AO2**

## Unit 2 Customer Service in Travel and Tourism

### Task 2 – An evaluation of personal customer-service skills with a variety of customers in a variety of situations

#### Summary of skills demonstrated:

Skills demonstrated	Role-play number	How demonstrated
Appropriate language	1, 2 and 3	Role play 1 – “hi how are you?”, “how can I help you?”. Role play 2 – “sorry to hear about that”, “if there is anything else I am available at...”. Role play 3 – “yours sincerely”, “I am very concerned to hear of your disappointment”.
Positive body language	1 and 2	Role play 1 – leaning into the customer, maintained eye contact, good posture. Role play 2 – good eye contact, serious face.
Listening skills	1 and 2	Role play 1 – I listened to the customer's requirements to ensure I provided them with the most suitable holiday, maintained eye contact. Role play 2 – I listened to the problem so that I could resolve it as soon as possible, maintained eye contact with the customer.
Selling skills	1	I persuaded the customer to upgrade to the presidential suite and up-sold the anniversary package.
Product knowledge	1 and 2	Role play 1 – I knew about what was at each destination and knew all about the ship. Role play 2 – I knew the correct procedures to follow to solve the complaints.
Self-confidence	1 and 2	Role play 1 – I was confident selling the holiday due to good preparation, I was welcoming by telling the customer they were welcome to come back at any

		time, good presentation shows good self-confidence. Role play 2 – I was confident that I would be able to solve the issue and did this efficiently and effectively.
Diplomacy/sensitivity	1, 2 and 3	Role play 1 – I dealt with the customer in a sensitive manner, being sensitive towards their needs. Role play 2 – I was sympathetic to the situation and dealt with the problem in a diplomatic way. Role play 3 – I recognised the customer's problems and dealt with them in a sensitive manner to resolve them.
IT skills	3	I word processed the letter of reply.
Written communication	1,2, and 3	Role play 1 – I filled out the travel planner and extra bits form to show the customer all the costings. Role play 2 – I filled out the CSR form with the customer. Role play 3 – I composed a written reply to the letter of complaint.
Dress/appearance	1 and 2	Smartly dressed to show professionalism, hair tied back to keep away from face and enable me to maintain eye contact, name badge to show corporate image and professionalism.
Personality	1,2 and 3	Role play 1 – welcoming, friendly, recognised the customer's needs and expectations and tried to meet them as much as possible. Role play 2 – sympathetic, understanding, tried to solve the problem as quickly and effectively as possible. Role play 3 – understanding, sympathetic, honest about the situation.
Attitude	1, 2 and 3	Role play 1 – positive attitude telling the customers how interesting each place would be and being very enthusiastic about it. Role play 2 – positive attitude telling them that these things do happen and

A02-3  
Comprehensive  
coverage of  
skills

		<p>telling them not to worry as we will get it sorted.</p> <p>Role play 3 – positive attitude to the situation by offering complimentary tickets to the customer.</p>
--	--	---

**Evaluation of my performance as a travel adviser selling a holiday**

**Scenario:** A recently retired couple would like to go on a Mediterranean cruise in May to celebrate their Golden Wedding anniversary. They particularly enjoy history and culture.

**Preparation**

I feel that I carried out sufficient preparation into the holiday that I was going to sell. I visited local travel agents and got a variety of different cruise brochures so that I had a wide range of holidays to choose from. I then looked through the brochures to find holidays which would match the criteria that I had been given, making sure that the dates and content of the cruises were right for the couple. I finally decided on two cruises that I would use as I thought that these were the most suitable and met all the criteria. The first cruise was the "Ancient Voyage" with Thomson Cruise. I chose this cruise as it is in the Mediterranean which is where the customers wanted to visit, it visits many different locations which are full of history and culture and it leaves on the 21<sup>st</sup> April and lasts for 11 days so they will be away for their anniversary in May. The page from the brochure that I used for this cruise can be found in Appendix A. The second cruise that I chose was the "Mediterranean Mosaic" with Fred Olsen Cruises. I chose this cruise because it is a three week cruise around the Mediterranean and visits many different historical locations which is what the customers wanted from the cruise. The cruise departs on the 3<sup>rd</sup> May which is when the customers wanted to go so this also makes the cruise

very suitable. The page from the brochure that I used for this cruise can be found in Appendix D

After I had chosen my two cruises to show the customers I needed to make sure that I knew as much as possible about them both so that I would appear as professional as possible. I started with the Ancient Voyage cruise and I made sure that I knew as much as possible about the destinations that the cruise visits so that I could show product knowledge and I made sure that I was aware of the main historical attraction at each place as this is what the customers would want to know. After I was sure I knew about the destinations I then had to know about the ship that the cruise would be on so that I could tell the customers of the features. I found the page in the brochure which listed the main features of the boat and made sure that I knew what the main ones were so that I could pass this information on to the customer. This brochure page can be found in Appendix B.

Next I needed to deal with the flight arrangements as the cruise departed from Cyprus so the customers would need to fly out to Cyprus to begin the cruise. I found the page in the brochure which has the details about the flights on and from this I worked out how much the supplement would be for the customers if they wanted to fly from Manchester which was the nearest airport. The page from the brochure that I used for the flight details can be found in Appendix C. I also learnt about Thomson Fly which is where the customers can upgrade their flight to make it more comfortable and enjoyable and this includes a 4 course meal and bigger seats. I made sure that I knew all about this as it was a good way of up-selling additional products to the customers.

AG2.3  
Sawd just had  
far way in  
which customer  
was dealt  
with

After this I looked at the different types of cabins available as this is another good way of up-selling additional products to the customers. I looked at the presidential suite and a normal suite and learnt what the features were of each. I decided that these were the two best cabins to offer the customer as they were going away for a special anniversary so they would want a nice cabin to celebrate this occasion. I worked out the prices of each so that I could tell the customers how much extra it would cost them.

Finally I found a celebration package which is offered by Thomson Cruise which includes champagne, breakfast in bed and a photograph as well as other things which I thought would be a good package to offer the customers as they are celebrating a special anniversary so this would be ideal for them and it would help me to up-sell. I learnt what this included and how much it cost so that I could provide as much information as possible. The notes that I made from my research can be found in Appendix D.

For the second cruise I made sure that I knew the different destinations that the cruise visited and the main historical attractions at each so that I could tell the customers about this. The page from the brochure that I used for this can be found in Appendix E.

As this cruise departs from Southampton there is no need for flights so I found out about the costs of parking at the cruise terminal so that the customers can travel to Southampton by car. I had to find the prices for this on the internet and this can be found in Appendix F.

A02.3  
Excellent product  
knowledge  
demonstrated  
throughout.

I then found out about the different types of cabin available so that the customers have the option of upgrading to make the cruise more special and I also found out about an Anniversary Celebration Package that Fred Olsen Cruises offers which includes flowers, chocolates, champagne and a photographic session. These are useful as it will make the cruise more memorable and special for the couple and it will also help me with up-selling. The notes that I made on this cruise can be found in Appendix G.

### **Performance**

I feel that I performed well throughout the role play as a travel adviser. I feel that I greeted the customer well, using appropriate language and speaking clearly so that I could be easily understood, shaking her hand and inviting her to take a seat. An annotated photograph of me greeting the customer can be found in Appendix I. I think that this shows good customer service skills as I was making the customer feel comfortable and welcome so that she was at ease with me and would feel that she could trust me. I feel that I maintained appropriate body language throughout the role play as I made sure that my shoulders were leaning towards the customer and I maintained a good posture so that I looked professional. By having my shoulders facing the customer I would appear more open and she would know that I was listening to what she was saying and would feel more comfortable to talk to me. I also tried to keep eye contact with the customer whenever possible throughout the role play to show that I was listening to her and was interested. This also shows that I had good communication skills with the customer which also demonstrates good customer service skills. I also tried to keep my hands open during the role play whenever possible and tried to use open hand gestures as this would make me seem approachable and confident which would make the customer feel more at ease with me and it also

shows that I know about the product and am confident selling it which will also make me seem more professional. The picture in Appendix J shows how I used appropriate body language to help sell the holiday.

I also feel that I was confident throughout which shows that I was well prepared and this will also have made me appear more professional. I think that I had a good image as I was smartly dressed and wore a name badge to show corporate image and to make me look professional. The name badge that I wore can be found in Appendix K. I tried to keep smiling throughout the role play as this shows good customer service skills and will make the customer more at ease.

I think that I demonstrated good product knowledge throughout the role play as I could explain to the customer what attractions there, were which would be of interest to her, at each of the destinations. The witness statement (see appendix H) says that I had "outstanding knowledge of the cruise and historical appeal of each stop of the cruise". I also feel that I explained details of the ship well showing a good product knowledge of this. The witness statement says that I had "excellent knowledge of the cruise ship". This shows that I researched all aspects of the holiday well and this then meant that I could provide the customer with as much information as possible about the cruise, therefore providing her with a good service and she would be happy as she would know exactly what to expect. I also used a holiday brochure to show her what the ship looked like and what was on it to make sure that she was happy before taking the sale any further. This brochure page can be found in Appendix B. This also showed the customer that I was well prepared and had appropriate materials to deal with her request which will have given her more confidence in what I presented to her.

✓  
Indeeet!

A02.3

The witness statement also says that I used "some good wedding anniversary material". This is relating to when I was describing what was at the different locations and I said that one of the places was where Aphrodite the goddess of love rose from the sea on a giant shell and also when I was mentioning things that were on the boat which would appeal to them for their anniversary. This shows that I was well prepared as I knew they were going for their golden wedding anniversary so I included things like this which would appeal to them and would encourage them to book the holiday.

I think that I demonstrated strong selling skills throughout as I managed to upgrade the customers to the Presidential Suite by explaining the benefits to them and telling them the difference between the suite and a normal cabin. I also brought in the fact that it was their anniversary so this would make it extra special for them. I think that I was very persuasive and made the customer realise that this would a very good opportunity for them to take as I told them that we could offer them a 50% discount on the cabin which then made them feel that they were getting a very good deal. I also used the page from the brochure to show them this saving (see appendix A) so that they were confident in how much I was telling them they could save. I also sold the customers a special anniversary package which included a photograph, cake and breakfast in bed as I thought they would be interested as it would make their anniversary more special and memorable. I think this all demonstrated that I had good selling skills as I managed to persuade the customer to purchase both things that I offered her as I presented them in a very positive way and made her feel that they would benefit her and make her holiday better. The witness statement also says that I sold both these things "really well".

Once the customer had decided on the final details of the cruise that she would like I filled out a travel planner (see appendix M). This included all the details of the holiday and showed the customer the final price that she would be paying. I feel that I filled in the forms well and managed to give the customer the final price fairly quickly so that she did not have to wait for long. I also broke down the price into what each cost was so that she knew exactly what she was paying for which would then make her happier and she would feel confident that I was not charging her the wrong price.

I feel that I finalised the sale well and demonstrated good customer service as I said "if you need anything else or want to know anything feel free to come back in or to give me a ring" and I also shook her hand again. I think that this was good customer service as I was making sure that the customer would feel confident to get back in touch if she had any problems and I was also showing after-sales service. I think this also showed the customer that I was not just interested in making the sale as I was showing that I was prepared to help her if she had any issues in the future.

Overall I feel that I performed very well during my role play as a travel advisor and I think that I demonstrated excellent customer service skills. I feel that I was friendly and welcoming throughout and tried to make the customer as comfortable and satisfied as possible. I think that my strongest point within the role play was my product knowledge as I knew about each of the locations and what there was to do at them and I chose things that would appeal to the customers' interests rather than things that would not be appropriate to them. I do however feel that there are

A02.3

some improvements that I could have made. Firstly I feel that I was nervous before the role play which made me talk faster than normal even though I came across as being very confident. I think that if I was to do this again I would try to clam my nerves before hand by doing things such as relaxation exercises to ensure that I spoke at a normal speed so that I was easier to understand. I also think that I could have asked the customer more questions to establish more in depth what they required from the holiday to make sure that what I offered was appropriate, however I feel that the holiday I offered was very suitable so this was not an issue on the day.

### SWOT analysis of my performance

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>○ Good body language throughout - maintaining eye contact, good posture, open hand gestures and shoulders leaning towards the customer.</li> <li>○ Confident performance due to good preparation.</li> <li>○ Good appearance with a shirt and black trousers, name badge and hair tied back – this gives me a professional appearance.</li> <li>○ Excellent product knowledge of both the destinations and of the ship.</li> <li>○ Strong selling skills – I upgraded the customers to the Presidential</li> </ul>	<ul style="list-style-type: none"> <li>○ Being nervous made me speak too quickly which could be difficult to understand.</li> <li>○ Did not ask enough questions so I may not have properly understood exactly what the customer wanted.</li> <li>○ I wore my name badge on my trousers which meant that it could not be seen when I sat down.</li> </ul>

Excellent evidence of skills A02.0

suite and sold them an extra package.	
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>○ I could have asked lots of questions to ensure I offered the customer the right holiday.</li> <li>○ I could have worn my name badge on my top rather than on my trousers.</li> <li>○ I could have tried to relax more so that I was not so nervous which would have prevented me talking too fast.</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>○ The customer may not have understood me if I was talking too fast so may not know what I was offering them.</li> <li>○ Not having the appropriate equipment which could have affected the sale.</li> <li>○ Not being able to find the customer a suitable holiday which would not have been good customer service.</li> </ul>

**Evaluation of my performance as a resort rep dealing with a problem**

**situation**

**Scenario:** We went out last night and my wife's handbag was stolen. Unfortunately all of the family's passports were in it as well as our travellers cheques. We are due to go home in 5 days but have no money – what should we do'?

**Preparation**

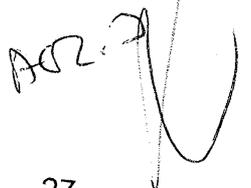
To prepare for this role play I made sure that I knew what the correct procedure to follow in this situation. This included making sure that I knew exactly how to cancel cards and report lost cheques and passports so that the information that I gave to the customer would be reliable. The

notes that I made in preparation for this role play can be found in Appendix N.

### **Performance**

I feel that I began my role play very well as I greeted the customer in a polite way and invited her to take a seat. I did this because I wanted to give a good first impression to the customer and by offering them a seat it will help to put them at ease and calm them down if they have a problem or complaint. I then asked the customer what the problem was and I feel that I listened very well to the problem so that I could resolve it as quickly as possible. I also maintained eye contact with the customer so that she would know that I was listening to what she had to say which would show her that I was interested and listening properly. This would then give her confidence in me as she would know that I had listened well so knew all the details properly. The witness statement (see appendix O) says that I had "good eye contact and serious face" throughout the situation. I think that by having a serious face it shows the customer that I am taking the matter seriously and am concerned for her. It also makes me seem sympathetic which will make the customer know that I believe her and want to help her.

After the customer had explained the problem to me I feel that I used appropriate language to respond to this. I told the customer that I was sorry to hear that had happened which shows the customer that I am sympathetic and makes me seem friendly which will then put her at ease with me, however I then explained that these things do happen which will make the customer feel that she is not the only one who has had this happen to her.



notes that I made in preparation for this role play can be found in Appendix N.

### **Performance**

I feel that I began my role play very well as I greeted the customer in a polite way and invited her to take a seat. I did this because I wanted to give a good first impression to the customer and by offering them a seat it will help to put them at ease and calm them down if they have a problem or complaint. I then asked the customer what the problem was and I feel that I listened very well to the problem so that I could resolve it as quickly as possible. I also maintained eye contact with the customer so that she would know that I was listening to what she had to say which would show her that I was interested and listening properly. This would then give her confidence in me as she would know that I had listened well so knew all the details properly. The witness statement (see appendix O) says that I had "good eye contact and serious face" throughout the situation. I think that by having a serious face it shows the customer that I am taking the matter seriously and am concerned for her. It also makes me seem sympathetic which will make the customer know that I believe her and want to help her.

After the customer had explained the problem to me I feel that I used appropriate language to respond to this. I told the customer that I was sorry to hear that had happened which shows the customer that I am sympathetic and makes me seem friendly which will then put her at ease with me, however I then explained that these things do happen which will make the customer feel that she is not the only one who has had this happen to her.

I think that I explained everything very clearly to the customer which meant that she could understand exactly what was happening and she did not get confused at anything. I think that I provided good customer service by offering the customer extra services such as offering to arrange someone to go to the police station and lending them money. I also feel that I dealt with the situation in a suitable manner and the witness statement says that I "dealt with the complaint in a diplomatic and sensitive manner". I think that I had a good attitude and by being sensitive the customer would feel more at ease and be happy with the service that I provided.

I feel that I ended the role play in a very suitable manner by saying to the customer, "if there is anything else I can help you with I am available every day between 10 and 4 in the reception". This shows the customer that I am willing to help her again and will make her confident to come and see me again if she should need to.

Overall I feel that I performed very well during the role play. I feel that I dealt with the problem in a sensitive manner and tried to resolve the problem as quickly and well as I could. I also tried to help the customer as much as I could by offering extra help where ever possible. If I was to do the role play again I would make some changes. Firstly I would make sure that I kept checking that the customer was ok and that they understood everything as this would show that I was caring and taking an interest in their situation. I would do this by asking them questions to find out if they are ok and understanding then if they do get confused I can help them. I would also change what I wore as I feel that wearing shorts and a t-shirt would have been more appropriate for a resort representative than smart trousers and a blouse. I would also wear my name badge on my top

because I wore it clipped to my trousers however when I sat down it could not be seen so the customer would not have been able to see my name when I was sat down.

### SWOT analysis of my performance

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>○ Good body language and eye contact.</li> <li>○ Used appropriate language throughout.</li> <li>○ Was sensitive to the customer's situation.</li> <li>○ Very helpful – offering extra services such as transport and arranging appointments.</li> <li>○ Resolved the problem effectively and quickly.</li> </ul>	<ul style="list-style-type: none"> <li>○ Did not ask the customer many questions about how they were feeling to check that they were ok and to see if there was anything I could do to make them feel better.</li> <li>○ Could not see my name badge when I sat down.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>○ Could have asked the customer more questions.</li> <li>○ Could have offered the customer a drink while they were waiting which would show good customer service.</li> <li>○ Could have worn my name badge on my top.</li> <li>○ Could have changed my uniform to a t-shirt and shorts to make me look more like a resort</li> </ul>	<ul style="list-style-type: none"> <li>○ Not being able to resolve all the issues that the customer had.</li> <li>○ Not understanding the customer properly could have resulted in the problem not being solved properly.</li> </ul>

*POS  
Good  
Summary  
of  
excellent*

representative.	
-----------------	--

### **Evaluation of my performance dealing with a letter of complaint**

After having read the letter of complaint from Mr [redacted] I composed a reply. The letter that I wrote back can be found in Appendix S.

When I was replying to this letter I noted that he was a member of the theatre Rotarian and was also a loyal customer. This meant that I could not make excuses for the issues that he addressed as this would anger him further and he would know that they were only excuses so I had to make sure that my letter of reply was sincere. Also, by making the letter sincere Mr [redacted] would know that he is a valued and important customer to the theatre and would know that I was taking the letter seriously and would try to resolve all the issues.

When writing my letter of reply I made sure that I set the letter out in the correct format so that it looked professional and I wrote in a formal manner. I did this because writing in formal language shows professionalism and it also shows that the letter was taken seriously. If I had written the reply in informal language this would have made the customer feel that his letter was not really taken seriously and this would have made him resentful towards the theatre which would more than likely mean that he would not return to the theatre. The theatre wants all the customers it can get and needs to keep loyal customers such as Mr [redacted] so by making sure the letter is written in the correct format and language it will ensure that Mr [redacted] is happier with the response he has received to his letter and will increase the chances of him returning to the theatre.

I started the letter by apologising for the problems that the customer encountered and made sure that he was aware that he was an important and valued customer at the theatre. I also told him that we had looked into the issues as this shows that we have taken the complaint seriously and are trying to rectify the problems.

I then addressed the issue of the disruptive school children. There were many ways that I could approach this issue however I needed to make sure that the solution was realistic and could be maintained. I could not say that we would ban school children from the theatre as this is very unrealistic and Mr [redacted] would know that this was not true so would not trust the theatre in the future as he would feel that we had lied to him. Therefore I told him that we were going to implement a new policy in which we would inform customers at the time of booking if there were going to be school groups at the same performance. I think that this was a good way of dealing with the problem as Mr [redacted] will be able to see that we have actually taken some action to try and resolve this problem and it will give him confidence in booking tickets at the theatre again as he will know that he will not be disturbed. I also told him that I would inform the school about the children using their mobile phones and stressed that we did have a strict no phones policy so this should not happen again.

After this I addressed the issue of the attendant who did not return during the interval. I could not make excuses for this as the customer would not be satisfied and I could also not deny that there was an issue with the staff member because this would give the impression that I did not believe what Mr [redacted] had said. Instead I said that I was looking into this

matter so that it would not happen again. This would make the customer feel confident that this issue would be resolved as he knew that I was personally looking into it and would make him confident that this would not happen again.

Finally I finished the letter by offering the customer complimentary tickets for a future performance with free refreshments. There were many things that I could have offered Mr [redacted] as a token of apology such as refunding the tickets however I felt that this was not the most appropriate method as I do not feel that the customer would want the money refunding. As he had said in his letter that he had not booked tickets for the next performance because he did not want to be disappointed again I thought that offering complimentary tickets to this performance would be appropriate. As I had addressed all Mr [redacted] issues in the letter I felt that he would be more confident to return to the theatre as he would know these problems would not occur again so I thought that offering him complimentary tickets would be a good solution. This would also get Mr [redacted] to return to the theatre and when he sees that all the problems have been resolved he will hopefully keep returning. Also, he is in the position to spread this information to other people which could then impact on the sales and reputation of the theatre and this is not what the theatre wants to happen so by making sure all issues have been resolved and he is happy this will not happen.

Overall I feel that I dealt with the letter very well and I feel that my response was very suitable and would have made the customer happy and confident to return again. I think I offered good solutions to all the problems and offered a token of apology, all of which will make the customer feel happy with the service that I have provided to them in the

letter and will provide a better chance of him returning again as this is what the theatre wants.

### **Conclusions and recommendations**

Overall I feel that I have performed well in all of the customer service situations and was successful in them all. I think that I was confident throughout all the situations which showed professionalism and good preparation. I think that I knew the correct procedures for each situation well and this made my performances strong and successful. I also think I had a good attitude throughout all scenarios and was positive which then was passed onto the customer because in role play one it made the customer enthusiastic about booking the holiday and buying extra things such as the upgrades and packages, in role play two it ensured that the customer remained calm and felt confident in me and in scenario three it started to make up for some of the anger and disappointment that the customer felt.

If I was to do these again there are some recommendations that I would make to improve my performance. Firstly I would try to not be as nervous which would stop me talking so fast. I could do this by doing calming exercises such as breathing techniques. As I was nervous and talked fast the customers could have become confused so if I was less nervous due to more rehearsal this would not have been as much of a problem. I would also make sure that I asked all customers lots of questions to make sure that I completely understood what they wanted or what had happened and this would help me to respond in the best way and with the most suitable solutions. Finally, I would make sure that I listened to the customers so that I could use appropriate language as I have realised

that the language changes depending on who you are talking to so by adapting the way I speak to them I will be able to relate to them better.

Each of the scenarios required me to use different skills and to have different attitudes towards the situation and different ways of dealing with the situations. I feel that I adapted well to each situation and knew which skills to use for each as well as having appropriate attitudes and ways of dealing with them. This then meant that hopefully all my customers were satisfied with the service that I provided them, therefore demonstrating good customer service skills.

Excellent  
summary of  
all scenarios  
AO2.1

**AO3**

## Unit 2 Task C

### Introduction

Travel and Tourism organisations are continually monitoring and assessing the quality of the customer service that they are providing. This is because they want to ensure that they are meeting and preferably exceeding the needs and the expectations of their customers. To have an edge over competitors the organisations need to strive to be the best. The Deep is no different and they concentrate on providing the best customer service to both their internal and external customers.

The Deep's mission statement is, "to build a greater understanding and enjoyment of the World's oceans" and their aims are "to educate, entertain, regenerate and inspire" (source: interview with Susan)

The Deep wants to give external customers the best experience possible and also to educate people about the oceans. They also have educational facilities so schools can visit on educational trips. The Deep also wants to give internal customers the best working environment they can and keep all staff happy.

### The Research

The research in this assignment about customer service at the Deep includes both primary and secondary research.

Primary research is research that has been collected first hand. It is getting original data directly about the product or market. It is designed to answer specific questions.

Secondary research is collecting and collating data of existing research already produced from someone else's primary research.

The types of primary research that I have used are;

Interviews  
Observation  
Focus Groups  
Secondary

↑  
AB3.1  
analyse  
the  
ways  
↓

- An interview with Susan (see appendix A – questionnaire) - this is where Susan answered various questions specifically on the Deep and I wrote down the answers.
- Observation of the Deep - this is where I walked round the attraction and wrote down what I saw.
- Mystery Shopper Survey - this is where I had a checklist on which I analysed to what extent the service levels met the quality criteria.

The types of secondary research that I have used are;

- Visitor numbers (see appendix D) - these are the numbers that the Deep have collected of the amount of visitors that visited the attraction over a year.
- Educational revenue and numbers (see appendix D) - these are the figures collected by the Deep about the educational facilities.
- Red Arrow Report – (see appendix C) this is an exit survey that has been carried out by the Red Arrow company which aims to 'capture a range of satisfaction measures and quantifying expectations against reality', and it is also 'exploring consumer demand patterns to ascertain what enhancements and development visitors would like to see'.

Confusion over

$$\frac{A03}{+}$$

$$\frac{A04}{+}$$

### Primary Research Results

The interview that Susan gave revealed that the Deep uses a number of different methods of primary research to assess their customer service. The Deep assesses its quality standards for customer service using primary research through;

- Comment Cards (see appendix B – example comment card) – these are found in various places around the Deep but mainly at the exits where they were easy to access. Visitors to the Deep can fill out a comment card to give their comments to the

organisation. These cards have questions most of which customers rate on a scale of 1 – 5 to say how they found the attraction. They ask questions such as 'how would you rate the Deep on value for money?' and 'how would you rate our staff overall?' These questions are designed so that the Deep can assess the quality of its customer service by finding out if the customers thought it was good or not. They also ask questions such as 'what was your favourite part of the attraction?' and 'what was your least favourite part of the attraction?' The questions are designed to help the Deep to find out which areas people are disappointed with so that they know what needs to be improved and which areas they are happiest with. The findings from the comment cards are then passes on to the relevant departments so that they can see what the customers are happy with and what they feel could be done within the department to improve it.

- Mystery Shopper – The deep has two different types of mystery shopper survey. The Deep has a reciprocal agreement with the Leicester Science Park where the Deep carries out a mystery shopper survey at the Science park and then in return people from the Leicester Science Park visit the Deep and carry out a mystery shopper survey there. The second survey is carried out by the Tourist Board. The mystery shopper survey is when a 'mystery customer' visits the Deep from one of these two other organisations. This person is not known by any of the staff and they visit as a customer to analyse the extent to which the service levels meet the quality criteria. The mystery customer will also usually have a checklist which covers the things that need to be looked at. The results from the survey are then fed back to the relevant departments so they know what areas need working on and improving and what they are doing that is good.



A03.2  
Detailed  
+ relevant

- Exit Survey (see appendix C) – this is carried out by the Red Arrow PR company for the Deep twice a year, in January and June. This is where visitors are asked questions on their way out of the Deep and it shows how satisfied customers are with different areas of the attraction. It also explores consumer demand patterns to see what enhancements and developments visitors would like to see. It helps the Deep to find out what the customer are happy with and what they would like the Deep to do in order to make their visit more enjoyable.
- Repeat Visits – these are shown in the Red Arrow report (see appendix C). These show how many people have visited previously which is a good indicator to the Deep of how much people enjoy the attraction. This is because if people had not enjoyed it they would not visit again so repeat visitors means that they enjoyed the Deep the first time they visited and want to return.
- Visitor Numbers – (see appendix D) – this shows how many people have visited the Deep over the course of a year. It helps the Deep to see when the popular times of the year are such as school holidays and the summer time and also if the attraction is getting more visitors over the course of the year which will mean that the popularity of the Deep is increasing.
- Visitor Numbers – (see appendix D) the more visitors the Deep gets the happier the customers are as they would not visit if they were not happy. The visitor numbers that the Deep uses are from 18.3.2002 – 17.3.2003. This is only one year so you cannot compare the visitor numbers with other years. The total number of visitors that the Deep had in that year was 855 657 which shows that it is a popular attraction. The number of visitors are not consistent throughout the year, they increased during the summer months so this shows that the number of visitors depends

AO3 2  
research from  
different  
sources

AO3 2  
+ analyse  
of  
richness

on the time of year and the school holidays. As the number of visitors rises during school holidays it suggests that people think that the Deep is an attraction for families with children. The visitor numbers show that customers must be happy with the quality of customer service that is provided at the Deep as it is a very popular attraction with very high visitor numbers so if the customer service was not very good then there would not be as many visitors.

- Educational Revenue and Numbers – (see appendix D) education is very important to the Deep. The educational revenue and numbers is measured over 5 years which is a longer period of time than the visitor numbers. This means that the Deep can get a better picture of how popular the educational facilities are as they can compare it to different years to see if it is increasing or not. The revenue has risen from £64 967 in 2002/3 to an estimated £100 000 in 2007/8. This shows that the Deep has developed a good reputation for educational visits and more educational groups are now visiting. Primary schools visit the most with 65% of the total number of visits. The Deep also has many extra activities which meet many of the quality criteria that the Deep aim for such as sleepovers which provide enjoyment of the experience and are also educational. There are also refugees and hard-to-reach family learners places and funded places. These provide good customer service as they meet individual needs and broaden the customer range attracting people who might not normally visit the Deep. The classroom sessions at the Deep are run by proper teachers and this also offers a high quality for customer service.
- Red Arrow Report (see appendix C) – the red arrow report is an exit survey that is carried out as visitors are leaving the Deep. Its aims are 'to capture a range of satisfaction measures and

↑  
MO3.3  
Critically  
analyse  
the  
ways  
in which  
chosen  
organisat  
assesses  
the  
effectiveness

quantifying expectations against reality' and 'exploring consumer demand patterns to ascertain what enhancements and development visitors would like to see'. The exit survey was carried out in June 2003. Number 1 shows the overall satisfaction and most people were satisfied with a substantial number being very satisfied which shows that the customer service must be of a high standard as people would not be satisfied if the customer service was not very good. Number 2 shows that in June 2003 24.6% of people who visited the Deep visited because it had been recommended. This shows that the Deep is creating a good reputation for itself which will encourage more people to visit and also shows a good standard of customer service. Number 8 shows that 94.1% of people who visited the Deep felt that it had been good value for money which is also good customer service.

The quality criteria commonly referred to in the industry are;

- Price/value for money
- Consistency/accuracy
- Reliability
- Staffing levels/qualities to meet the demands of seasonality
- Enjoyment of experience
- Health and Safety
- Cleanliness and hygiene
- Accessibility and availability of tangible products and services
- Provision for individual need

The quality criteria important to the Deep are;

- Price – to set the entry price the Deep look at competitors and try to be cheaper than them, but they need to keep the cost above the break-even price. They then invest some of the profit

↑  
A03.3  
Global  
Analysis  
↓

↑  
A03.2  
how the  
deep  
assesses  
the  
effectiveness  
of  
customer  
service

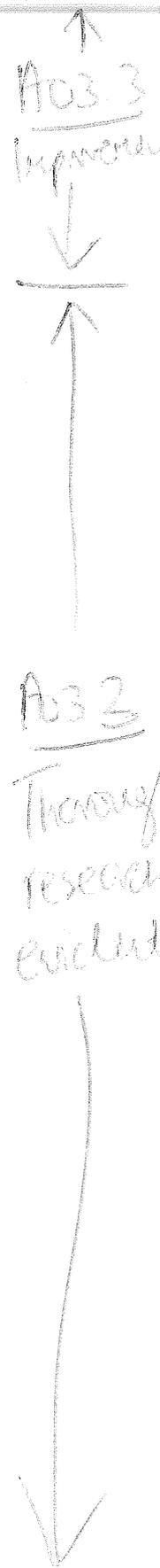
into education and campaigning. They can measure the customer satisfaction with the price through the comment cards. One of the questions on the comment cards is 'how would you rate the Deep on value for money?' The customers then rate this on a scale of 1 to 5 where 1 is poor and 5 is excellent. This then lets the Deep see how satisfied customers are with the prices. Visitors also comment on the price at the reception while they are paying so this is also a good indication of how happy people are with the prices.

- Staffing Levels – the Deep has 130 full time staff and 40 seasonal staff. Staffing levels are important to customer service because all areas need to be adequately staffed as the staff are there to give visitors information and give them any help that they may need as this is good customer service. Because the Deep monitor the visitor numbers they know that they need more staff over the summer months so they employ 40 seasonal staff.
- Enjoyment – the Deep mainly measures visitor's enjoyment by informal feedback from visitors to members of staff and by observations by managers and staff. Customers can also let the Deep know if they enjoyed their visit through the comment cards. This helps the Deep to monitor the quality of customer service that they provide because good customer service will mean that the customers will enjoy their visit more. However not all customers enjoy their visit and will complain. All staff receive complaint handling training so that they can all deal with complaints. Complaints will be handled within 48 hours to give the customers an initial response unless they ask for a manager which will take longer. If customers send in a complaint in writing or ring up with a complaint the Deep will get straight back to them. This is also a good example of customer service as customers will want any complaints to be handled as quickly as

A3.3  
Critically  
Analyse

possible. The biggest area of complaint is to do with the car parking as they have to pay £3 for it. To try to make this less of a problem the Deep has put in a scheme where the customers get a token when they pay for the car park and then they can use that token to get £2 off items in the gift shop.

- Educational Content – this is probably one of the most important quality criteria to the Deep. They can measure the educational content through the comment cards. Customers can write their comments about the educational content on these cards so the Deep can see what they enjoyed and what needs working on.
- Health and Safety – customers can comment on the health and safety of the Deep through the comment cards. This lets the Deep see how safe the customers thought the attraction was and to see if they need to focus on any certain areas as the attraction needs to be as safe as possible. There is a daily cleaning routine of the aquarium and all public areas. All the glass is cleaned every morning and the divers clean the aquariums at 2o'clock. The Deep also carries out regular risk assessments to check that everything is safe and fit for purpose. The toilets are also regularly checked for slippery floors as this can be very dangerous. There are also safety signs all around the Deep to warn visitors and to give them advice. For the children there are baskets for them to keep their bags in.
- Cleanliness and Maintenance – visitors can comment on the cleanliness of the Deep through the comment cards. Cleanliness is important to the Deep as it needs to be as clean as possible. There is a daily cleaning routine in the Deep and all the glass is cleaned on a morning and the aquariums are cleaned by divers at 2o'clock.



- Tangible products in the shop – the Deep has regular reviews of the shop content and variety so they can check that they have a wide range of different products that visitors will want to buy.

See  
Comment  
Page 43

The satisfaction of internal customers is monitored by the Deep in many different ways. These are;

- Annual meetings with the Chief Executive – all staff have an annual meeting with the Chief Executive of the Deep. This is where the staff discuss whether or not they have met their targets and how they can improve. If staff meet their targets they receive a bonus as an incentive to work as hard as possible. All staff are also given new targets for the year. They will then discuss how things have gone over the year, any difficulties they have encountered and what needs to be improved. This helps the chief executive and the staff to see how good the customer service they provide is and how they can improve it to give the customers the best customer service possible.
- Team Meetings – each team has regular meetings where they discuss what has been happening in the department since the last meeting. They can also find out what needs to be done, any upcoming events and any problems that have occurred. They can then try to solve any problems and prepare for upcoming events so that they can provide the best customer service that they can to the customers.
- Annual Reviews - each member of staff has an individual interview with their line manager where they discuss whether they have met their targets or not. They also discuss what they have done well and then arrange any training that they may need which will help them to provide the best customer service possible.

↑  
A03 3  
Thorough  
RESEARCH  
- INTERNAL  
CUSTOMERS  
↓

- Low Staff Turnover – this is how many staff leave the Deep each year and how many new staff need hiring over the year. The Deep has a very low staff and there has been no turnover among the management staff which indicates that the staff are happy in their work as they do not want to leave.

See  
Content  
Page 44

**Secondary Research**

The Deep uses secondary research to measure the customer service provided however they do not use as much secondary research as primary research. During the interview with Susan Hornby she said that the Deep only uses main types of secondary research. The first is newspaper and trade journal articles about other visitor attractions so that they can benchmark themselves against these. The Deep is also a member of the Association of Leading Visitor Attractions (ALVA) so the second method of secondary research that they use is reports from ALVA

Reason  
not  
awarded  
primaries  
due to  
some  
confusion  
re  
primary/  
secondary

**Analysis**

Primary and secondary research have both advantages and disadvantages and both provide different information regarding customer service at the Deep for both internal and external customers. Primary research is good because it is up to date, you can see/observe what is happening, you know it is true as you have collected it yourself and you get relevant information to what you want to know as you can ask specific questions or just get the information that you want to know. However the disadvantages to primary research are that it is time consuming, it is more expensive than secondary research as you have to do it all yourself, it can be difficult to compare to earlier dates and different days of the week/times of year and it can be biased because of the time or date that it was collected on for example the

↑  
H033  
See page 40  
↓

research that I collected was collected when it was half term for some schools and it was also a Tuesday in February so this could all influence the results.

Overall primary research provides very good information about the customer service at the Deep as it is all relevant to the customer service that the Deep provides however it can cause problems as it can be biased and hard to compare which can influence the results about the customer service which may not be the same all year round.

Secondary research has many advantages. It is quick as it has already been collected, it is cheap as you do not have to go and do it yourself, it is easy to compare to different dates and times of the year and it is not as biased as primary research because it is usually over a year or more so there is not only one date to bias the results. However the disadvantages of secondary research are that it is not always up to date, you cannot see or observe it and you do not always get relevant information to what you want to know.

Overall secondary research provides good information about customer service at the Deep as the information can be compared to other years so the Deep can see if the customer service is improving however the information is not always relevant as it has been collected by someone else so it is not as specific to customer service levels.

Primary and secondary research can also be used to improve the customer service for both the internal and external customers at the Deep. For example the data collected from the comment cards, the red arrow report and the comments that are made at reception are all passed onto the management who then take on board all the comments and try to solve any problems that people may have had and work on any areas that they said they were not happy with to improve the standards of customer service. These cover all aspects of the customer service that the Deep provides so the customers can give

↑  
A03.3  
Critical  
Analyse  
of  
techniques  
+  
how impact  
on  
improvement  
↓

feedback to the organisation so that they can provide the best customer service possible.

The need of the internal customers at the Deep are also monitored to make sure that they are provided with the best customer service possible. This is done through the consultation process and the annual reviews for formal feedback so that the management know how happy the internal customers are and they also find out what they can do to improve the customer service that they provide so that they are providing the best possible customer service to all its customers.

A03.3  
See  
Comment  
Page  
46

---

**AO4**

## Unit 2 Task D

An evaluation of the customer service principles underlying the service provided to different types of customers by the Deep with recommendations for improvement to meet the organisations values and attitudes.

### Introduction

I chose the Deep as the organisation to study because it is an organisation that has been used in the past with other classes and it has a very good reputation. It also has an excellent education department which will be very helpful.

Effective customer service is vital to the Deep as it means that both internal and external customers will remain happy. Effective customer service to the Deep's external customers creates a good reputation for the Deep which will encourage people to visit, therefore creating more custom. Also, if the customers receive good customer service while at the Deep they will be satisfied and this will then create repeat visits. As the Deep relies solely on income from their customers it is very important for them to make sure that they provide good customer service to satisfy their customers so that they will return. It also costs the Deep less to satisfy an existing customer than it does to win a new one as a full page advertisement in a national newspaper such as the Daily Mail would cost them £50 000 for one day (source: interview with Susan ) so by providing good customer service and keeping their existing customers happy they will receive repeat custom and will not have to pay large amounts of money to gain new customers. Effective customer service to the Deep's internal customers such as the staff will mean that they are happy in their jobs which will then make them more productive, therefore benefiting the organisation. It will also result

↑  
A04-3  
Clear  
Understanding  
↓

in staff loyalty and a lower staff turnover which will reduce the organisation's recruitment costs.

The Deep is very structured in relation to its staffing. There is the chief executive who is in charge of the overall running of the organisation and under him there are six managers/directors who are in charge of the different departments. There are the director of husbandry and operations, operations/personnel manager, finance director, communications director, sponsorship/education manager and the business centre/corporate manager. (Source: staffing chart – see appendix D)

Aug 3  
See  
Page  
45

### **Primary Research**

I used many different types of primary research to find information about the customer service provided at the Deep.

One method I used was an interview with Susan . This was very beneficial to me as she is the marketing director at the Deep so the time and information that I received from her was invaluable. The interview was also very useful as we had the opportunity to ask her any questions that we felt would provide us with useful information relating to the customer service provided to both the internal and external customers at the Deep which we might not have been able to find out if we had not had an interview. We also had a questionnaire which had various questions relating to the customer service at the Deep which Hornby also had a copy of so this made sure that she was giving us relevant information and it provided a well structured talk. A copy of the questionnaire can be found in Appendix A. She also used a slideshow to provide information relating to the questions and this can be found in Appendix F. This interview provided very useful information relating to how they need the needs of different types of

customer such as disabled customers and customers with special needs.

Another method of primary research that I used was a mystery shopper survey. This is where you “measure the quality of retail service or gather specific information about products or services” (source: Wikipedia) using a pre-designed questionnaire listing different criteria with a rating scale including a benchmark. I chose to use this because it was the best option to use as the Deep would not allow us to ask customers questions on different aspects of the customer service so by doing a mystery shopper no customers would know we were rating the Deep and it would be anonymous. The mystery shopper questionnaire that I made and used can be found in Appendix E.

When making my mystery shopper questionnaire I divided the questionnaire up into different criteria which would help me assess the customer service at the Deep. I chose to use quality criteria that are commonly applied in the travel and tourism industry and the ones I used were;

- Price/value for money
- Consistency/accuracy
- Reliability
- Staffing levels
- Enjoyment of the experience
- Health and safety
- Cleanliness/hygiene
- Accessibility and availability of the tangible products and services
- Provision for individual needs

I then divided each of these criteria up further and had five sub-headings under each one. I chose to divide it up further as I felt that it

would give me a more accurate result of the organisation's customer service. The five sub-headings that I used under each criteria were carefully chosen to make sure that I covered all different aspects of the customer service therefore giving me a more rounded view of the overall level of customer service at the Deep.

I also used benchmarking on my questionnaire. Benchmarking is "the process used in management in which organisations evaluate various aspects of their processes in relation to the best practice" (source:<http://en.wikipedia.org/wiki/Benchmark>). This basically means that it is a way of setting personal quality standards and then assessing the organisation's performance against these standards. I gave a benchmark to every sub-heading under each criteria, with 1 being very poor up to 5 being very good. I decided where each benchmark should go by deciding what type of service I would expect from the Deep in each criteria as a customer. Below I will explain my findings.

#### Price and value for money

Under this criteria the five sub-headings that I used were;

- Adult entrance fee
- Gifts
- Food and drink
- Dwell-time
- Prices for different types of people

For the 'adult entrance fee' I chose a price of £10 to use as a benchmark because this is an average price for this type of attraction. The Deep beat my expectations in this category as the adult entrance price is £8.95 so it scored higher than the benchmark and I rated it as 'good' rather than the benchmark of 'satisfactory'. This shows that the entrance prices that the Deep charge are lower than other similar attractions which could give them a competitive advantage which

1104.3  
Reasoned  
Judgement

could then result in them receiving more customers. The next sub-heading that I used was 'gifts' and for this I chose to use a soft toy at a cost of £5 to use as a benchmark because this is what I would expect an average soft toy in an attraction like the Deep to cost. The Deep did not meet my expectations in this area as the average price of a soft toy was £9.99 which I feel is more expensive than I would expect at the Deep. This means that I only rated this sub-heading as 'poor' which was below the benchmark, therefore suggesting that this area did not prove good value for money. The third sub-heading that I chose was 'food and drink' and for this I chose a sandwich with a price of £2 to use as a benchmark as I feel that this is a reasonable price to pay for a sandwich in an attraction such as the Deep. On my mystery shopper questionnaire I rated this as 'average' which was the benchmark as a sandwich in the cafe cost around £1.99 and this was the price that I had set my benchmark at. The fourth sub-heading that I chose was 'dwell-time'. I chose to set the benchmark for this at 3 hours as this is the amount of time I would expect to spend at the Deep, however when at the Deep I found that this was too long as two hours was plenty of time to see everything so I had to rate this as 'poor' which was one below the benchmark, therefore suggesting that the dwell-time at the Deep does not prove good value for money. The final sub-heading that I chose was 'prices for different types of people'. To benchmark this I decided that there should be good discounts for different types of people and I set the benchmark as 'good' for this as I feel that the Deep should offer good discounts to different people as this is what other similar attractions do. While at the Deep I found that many different prices were offered with good discounts so I rated this as 'good' which met the benchmark.

Overall I feel that some aspects of the Deep do provide good value for money such as the entrance prices, variety of prices with good

App. 3

See  
Comments  
page  
51

discounts and the prices in the cafe and all these show good customer service at the Deep as the customers will be happy with these prices as they will feel that they are fair prices to pay. Having an entrance price that is below what I benchmarked means that the price is lower than what I expected after visiting similar attractions. This will then give the Deep a competitive advantage therefore attracting more customers as they will choose the Deep over rival attractions which will in turn provide them with more revenue. However I also feel that some of the aspects, such as gifts and the dwell-time, do not provide good value for money which could make the customers unhappy with their visit to the Deep. This could then result in them not returning which means the Deep is missing out on return custom and they could also tell friends and relatives which could start to create a bad reputation for the Deep which could deter people from visiting in the future.

#### Consistency and accuracy

Under this category the five sub-headings I used were;

- All staff smiling
- All staff keeping good eye contact whilst talking to you
- Are all staff members wearing their uniform
- Are all staff members wearing a name badge
- All prices marked correctly on products.

I chose to mainly focus on different aspects of the staff's consistency as I feel that this best shows the level of customer service provided by them. To fill in my mystery shopper questionnaire I had to use my own observation of these factors to rate them which could make my answers less reliable than if I had asked a sample of different customers at the Deep because the staff may have acted differently at some times than others. For example the staff may not have been smiling when I observed them but they may have been when other customers saw them. The first sub-heading that I used was 'all staff members

Aug. 3  
reasoned  
judgement

smiling'. I set the benchmark for this at 'good' as I would expect the staff to be smiling the majority of the time as this shows good customer service skills however I do appreciate that they cannot smile all the time, hence why I set the benchmark at 'good' rather than 'very good'. During my observations of the staff I found that the majority of them did not smile very often however some smiled consistently so I rated this as 'average' as I felt that as some were smiling I could not rate it as 'poor'. Smiling is a major part of customer service so by having staff that do not smile they are not providing good customer service which could make the customers feel that the staff do not have an interest in them and could result in them not being happy with the service provided to them during their visit. The second sub-heading that I used was 'all staff keeping good eye contact whilst talking to you'. I set the benchmark for this at 'good' as I feel that staff should keep eye contact with you whilst talking to you as this shows good customer service skills however they cannot always keep eye contact, for example if they are showing you something, so this is why I did not set it as 'very good'. I feel that during my time at the Deep all the staff that I spoke to did maintain eye contact with me so I rated this as 'good' which met the benchmark. However I did not speak to every member of staff so this result may not be too reliable as the other staff may not have provided the same level of eye contact as the ones I spoke to. The third sub-heading that I used was 'are all staff wearing their uniform?' I set the benchmark for this as 'very good' as I feel that all members of staff should be wearing their uniform as this maintains the corporate image of the organisation and makes the staff easy to identify. Whilst at the Deep, all of the staff that I saw were wearing their uniforms so I rated this as 'very good' which matched with the benchmark. The fourth sub-heading that I used was 'are all staff members wearing a name badge?' I set the benchmark for this as 'very good' as I think that all members of staff should be wearing a

Act 3  
Reasoned  
Judgement  
+  
Valid  
Conclusion

name badge as it shows professionalism and so that the customers know who they are talking to and can use a name to relate to them. During my observations many of the staff who I saw did not have name badges on which resulted in me rating this as 'poor' which was a lot lower than my benchmark. This shows that the staff are not providing good customer service as they should all be wearing name badges and the customers will expect this. The final sub-heading was 'all prices are marked correctly on products'. I chose to use this because if products have the right prices on customers know how much everything is and do not have to spend time trying to find out the price. Also, if the price at the till is different to on the ticket it could result in customers complaining so by making sure prices are right it reduces these complaints and keeps the customers happy. I set the benchmark for this as 'average' because I think that the prices should be right however I also know that they can change very quickly so it is not always possible to keep every price correct. During my observations at the Deep I found that most items I checked in the shop were priced and these matched the prices at the till, however there were some items that were not priced so taking all this into account I decided to rate this aspect as 'good'. This was above my benchmark which shows that the Deep must spend a lot of time keeping on top of their products to make sure that they are correctly priced which will then reduce any problems that may occur if they are not priced right.

Overall I feel that some of the aspects that I looked at were very consistent and accurate such as all staff maintaining good eye contact which shows good customer service skills as it makes the customers know that the staff are listening to what they are saying. All staff wearing uniforms was also a consistent aspect which shows a good corporate image and prices in the shop were also accurate showing that the organisation takes time to make sure that these are



Art. 3

See  
Comment  
Page  
54



correct to keep the customers satisfied with the service they receive. There were however some aspects that were not as consistent as I would have expected. The first was that not many staff were smiling. This shows bad customer service skills because if the staff do not smile at the customers it can make them look unfriendly and then the customers may not feel comfortable to approach them if they have any questions or need assistance. This could ultimately ruin the customers visit. The second was that not many staff were wearing name badges which does not look very professional and the customers will not know their name if they want to talk to them or ask a question. However I must remember that these were based on my own observations so may have been different to what other customers saw at other times of the day.

### Reliability

Under this category, the five sub-headings that I used were;

- Good information about animals
- Good information about food
- Places marked out clearly
- Staff helpful with queries
- Maps given out

I chose to use these as I feel that they look at a wide variety of aspects relating to reliability so will give me a good idea of the level of customer service provided in these areas. The first sub-heading that I used was 'good information about animals'. I chose this as I feel that customers should be able to find out about the animals and I think that this information should be clearly displayed near to the animals. Taking this into account I chose to set the benchmark at 'good' as I think it is important to make sure that the customers can find out about the things they are seeing. After looking round the Deep I chose to rate this aspect as 'very good' as there was information about each animal

Part 3

Reasoned  
Judgement +  
Valid explanation

clearly shown on signs close to where they were. This exceeded my benchmark and I think that it shows that the Deep want to give the customers as much information as possible and make it easy to see so that they can get as much enjoyment from their visit as possible and it also proves that the Deep are very educational based and want to teach the customers about the animals. The second sub-heading that I used was 'good information about food'. I chose this as customers want to be able to find information about the food easily as they may need to know what the food includes if they have any allergies or intolerances and this should be clearly displayed on the menu's or boards. I set the benchmark for this as 'average' as I think as much information as possible should be displayed however I understand that it would be very difficult to include information about every ingredient the food contains. After looking round the Deep I decided to rate this aspect as 'poor' which is below my benchmark. I did this because there was not much information displayed about what was included in the food and which were suitable options for people with special needs such as vegetarians and people who cannot eat glucose. There were information boards in the restaurant however these gave information on things such as healthy eating and ethical purchasing rather than information about the food. This does not show good customer service as it will be difficult for customers to find information about the food if they should need it. The third-heading that I used was 'places marked out clearly'. I chose this as customers should be able to find their way around easily and there should be a sufficient amount of signposts to help guide them. I set the benchmark for this as 'average' because I think that most areas should be marked out but I know that there cannot be signposts everywhere so I appreciate that some areas may not be signposted as well as others. When I was at the Deep I found that there were lots of signs directing you to the different areas and this made it easy for me to find my way around so I gave this a

An. 3

reassessed  
judgement  
+  
valid  
conclusion

rating of 'good' which exceeded my benchmark. This shows that the Deep try to make the attraction as easy for people to get around as possible so that it makes their trip enjoyable, therefore showing good customer service. The fourth sub-heading that I used was 'staff helpful with queries' and I chose this because if a customer has a question the staff should be able to answer this for them and this is what the customers will expect. I set the benchmark for this as 'good' because I think that the staff should have a good knowledge about the Deep however I realise that they cannot know everything so this is why I did not set it as 'very good'. While at the Deep I asked various members of staff different questions and I found that most were able to answer these for me which shows they have a good knowledge of the attraction so I rated this as 'good' which met my benchmark. However I did ask all members of staff questions as there was not time so my results could not be very reliable as some staff may not have known the answers or may not have been very helpful. The final sub-heading that I chose was 'maps given out'. I chose this as if the customers have a map they will be able to find their way around easily and most attractions give out maps so I expected the Deep to do the same. I set the benchmark for this as 'average' as I think they should be given out but they could run out of maps or could forget to give them out so I did not set the benchmark too high. However whilst at the Deep none of the group were offered a map which meant that we could not see where the areas were that we wanted to go to so I rated this as 'very poor'. This shows poor customer service as it makes the visit more difficult for the customers as they will not be able to get around as easily as if they all had a map to follow and it would not be a difficult job just to hand out a map to the guests on arrival.

↑  
109-3  
See  
Comment  
Page  
57  
↓

Overall I feel that some aspects of the Deep that I looked at were reliable such as having information about the animals, areas being marked out clearly and staff being able to answer queries and this shows good customer service as it makes the customer's visit easier and more enjoyable. However there are other aspects that I feel are not very reliable such as information being provided about the food and maps being given out. This shows poor customer service at the Deep as by not having information easily available about the food it can cause problems for people with special dietary requirements as they cannot easily find out which food would be suitable for them and by not having a map it can make the customers visit less enjoyable because they may not be able to find certain areas easily.

### Staffing levels

Under this category the five sub-headings that I used were;

- How long you have to wait in the restaurant
- How long you have to wait in the shop
- Sufficient amount of staff throughout the attraction
- Traffic management
- Enough specialist staff available

I chose to use these as I feel that they represent the different areas of the Deep so will show how the staffing levels differ in the different areas. I used my observation whilst at the Deep to rate these aspects so this could mean that my results are biased as there may be more or less staff at different times or on different days however I have rated it on the amount of staff that were at the Deep during my visit. The first sub-heading that I used was 'how long do you have to wait in the restaurant'. For this I chose an average waiting time of three minutes to wait before paying as the benchmark because I feel this is a suitable amount of time to order food and then pay for it. When I visited the restaurant I was disappointed as I had to wait to order my food

HOE.3  
Reasoned  
Judgement  
+  
Conclusion

because there were no members of staff at the counter and then I had to wait to pay because there was a queue. Taking this into account I rated this area as 'poor' which was below my benchmark. This shows poor customer service as all areas should have members of staff and the customer should not have to wait because there are no members of staff at a certain area. The second sub-heading that I chose was 'how long you have to wait in the shop'. I chose this to see what the staffing levels were like in the shop to see if they had a sufficient amount of staff. For this I chose a benchmark time of two minutes to pay as I feel that this is a suitable amount of time and there should be enough staff to make sure that customers do not have to wait for long. When at the Deep I bought an item in the shop and was served straight away so I rated this aspect as 'good' which was above the benchmark however there were not many customers in the shop so on a busier day the result may have been different. The third sub-heading that I chose was 'sufficient amount of staff throughout the attraction'. I chose this because I think that there should be enough staff throughout the Deep in case people need any assistance or want to know anything. I set the benchmark for this as 'good' because I would expect there to be a good amount of staff in all areas as this shows good customer service. While at the Deep I was very disappointed as I did not see many staff at all which meant that I could not find out the answers to any questions that I had. I rated this as 'very poor' which was far below my benchmark and shows poor customer service because if any customer had a problem they would find it difficult to find a member of staff to help them which is not very good customer service. The fourth sub-heading that I chose was 'traffic management' and I chose this because I think that at an attraction such as the Deep there should be people to direct the customers into the attraction, make sure that everyone parks in the correct place and can get back out without being stuck in queues. I set the benchmark for this as

Act. 3

'average' because I do not expect the Deep to have lots of staff doing this however I do expect them to have at least one or two. When at the Deep there were no staff to help with the traffic management which made it confusing to know where to park so I rated this as 'very poor' which was below the benchmark, showing poor customer service as the customers may have been confused about where to park or how to get back out. The final sub-heading that I used was 'enough specialist staff available'. I chose this because I think that at the specialist areas there should be specialist staff who know all about the area such as there should be specialist staff who know all about the sharks in the shark tank area to provide extensive information about them to customers. I set the benchmark for this as 'good' because I think they should be at most areas however I did not expect specialist staff in all areas. When at the Deep I did not see many staff at all and I saw no specialist staff in any of the specialist areas so I rated this as 'very poor'. This shows bad customer service because customers would expect specialist staff with extensive knowledge on the specialist areas in case they have any information so by not having any the customers would not be able to find out the information.

Overall I feel that the staffing levels at the Deep were very disappointing and four out of the five areas were rated below the benchmark which shows poor service as customers could have to wait longer than they want to and may not be able to access all the information that they want to.

#### Enjoyment of the experience

In this category the four sub-headings that I chose were;

- o Families with smaller children
- o Young adults



- o Non-English speakers
- o The grey market
- o Disabled

I chose these because they cover different types of people who visit the Deep so it will enable me to see whether they can all enjoy the experience. The first sub-heading that I chose was 'families with smaller children' and I chose this because I feel that it is the main market that visit the Deep and it is who the organisation aims at so I feel they should have a high enjoyment of the attraction. I set the benchmark for this area as 'good' because I think that as it is the main market to the Deep there should be plenty of facilities to make their visit enjoyable. Through my observations at the Deep I rated this area as 'good' which was what I had benchmarked it at. I rated it as this because there were things for children to do such as interactive exhibitions and a play area however there was lots of thing to read which would not have interested the children so this is why I did not rate it as 'very good'. The second sub-heading that I chose was 'young adults'. For this category I focused on 16-19 year olds. I set the benchmark for this as 'average' because I think that they should be able to enjoy the experience but I do not think that there will be as much for them as there is for young children. Through my observations I decided to rate this as 'average' because I think that young adults would find the exhibitions interesting however they may find some other areas boring such as all the history about the oceans which many young adults will not be interested in. The third sub-heading that I chose was 'non-English speakers'. I chose this because people will visit the Deep who do not speak English so they should still be able to enjoy it. I set the benchmark as 'poor' because I did not expect the Deep to have many facilities to make the visit enjoyable for non-English speakers. However, through my observations I saw that the Deep does offer facilities for non-English speakers to help them enjoy their visit. It offers an audio guide that is

A04.3  
different  
customers

available in different languages so that the customers can still find out all the information that English speakers can which will enable them to enjoy their visit. Due to this I rated this aspect as 'good' which was higher than my benchmark showing that the Deep tries to make the attraction enjoyable for all different kinds of people, therefore showing good customer service. The fourth sub-heading that I chose was 'the grey market'. I chose this because it will show if the attraction is enjoyable for older people as well as young people. I set the benchmark as 'average' because I think that the grey market should be able to enjoy their visit however I do not think that there will be as many things aimed towards them as there is to children. Through my observations I decided to rate this as 'average' which is the same as my benchmark. I did this because I think that there are many things that the grey market would enjoy such as the exhibition about the history of the oceans however there are no facilities aimed at the grey market and there are not many benches so if they needed a rest this could be difficult. The final sub-heading that I chose was 'disabled' and I chose this because I think that disabled people should get as much enjoyment out of visiting the Deep as other customers do. I set the benchmark for this at 'good' because I think that the Deep should provide enough facilities to enable disabled customers to enjoy the experience. After looking round the Deep I decided to rate this as 'good' which matches my benchmark. I rated it as this because the attraction provides many facilities to help disabled visitors such as ramps, brail on some signs and a hearing loop however some areas are not accessible to wheelchair users so I could not rate it as 'very good'.

Overall I feel that the Deep provides enjoyment for all different types of customers. All the aspects that I looked at matched or exceeded my

↑  
Act 3

↓  
Act 3

benchmarks, showing that the Deep tries very hard to ensure all customers enjoy their visit, therefore providing good customer service.

### Health and safety

Under this category the five sub-headings that I chose were;

- Fire exits clearly marked
- Fire alarms working correctly
- Spillages are dealt with immediately
- First aiders
- Anything dangerous left around

I chose these headings as I think they cover many aspects of health and safety so this will enable me to see how the Deep acts in all areas. The first sub-heading that I chose was 'fire exits clearly marked'. I chose this because it is very important that customers can easily see the fire exits and that they are not blocked. I set the benchmark for this as 'good' because I feel that it is essential to make sure the exits can be seen so that if there is a fire all customers can find their way out safely. By observing the Deep I saw that the fire exits were clearly marked so I rated this as 'good' which met the benchmark. This shows that the organisation makes sure that procedures are followed to make the attraction safe. The second sub-heading that I chose was 'fire alarms working correctly'. I chose this because it is vital that the fire alarms work or the customers will be in danger so for this reason I set the benchmark at 'good'. I did not set it at 'very good' because I know that things can break however I would expect it to be fixed straight away if there were any problems. As I only observed the Deep and did not experience a fire alarm I was unable to identify whether the alarms were working correctly so I could not rate this aspect. The third sub-heading that I chose was 'spillages are dealt with immediately'. I chose this because I think that if any spillages are made they should be cleaned up and wet floor signs displayed as this helps to keep the

AD93

customers safe. I set the benchmark at 'good' because it is important that they are dealt with but I did not set it at 'very good' because if the spillage is not reported the staff may not know about it so cannot clean it up immediately. I rated this aspect at 'good' which met my benchmark and I did this because I did see wet floor signs around the attraction showing that the staff do follow correct procedures relating to spillages to ensure that the customers remain safe. The fourth sub-heading that I chose was 'first aiders' and I chose this because it is essential that there is a first aider available at all times in case there are any accidents. I set the benchmark at 'good' because I think that there should be a first aider at all times however I realise that there could be times when there is not one so this is why I did not set it at 'very good'. During the interview with Susan she told us that some members of staff were qualified first aiders and there would be at least one working at all times. As I did not know which members of staff were qualified I could not check if there was one working so I took her word for it and rated it as 'good' which met the benchmark. The final sub-heading that I chose was 'anything dangerous left around'. I chose this because if there are things left about it could endanger the customer which shows bad customer service. I set the benchmark for this at 'good' because I think there should not be anything dangerous around however I realise that sometimes other customers could leave things around that the staff do not know about so cannot sort out. During my time at the Deep I did not see anything dangerous that had been left around so I rated this at 'very good' which is above the benchmark. This shows that the Deep takes care to make sure that the customers are safe at all times, showing good customer service.

Overall I think that the Deep has a good attitude towards health and safety and keep high standards to make sure that the customers are



Act 3



safe at all times which shows good customer service as they are ensuring the customers are safe so will enjoy their visit.

### Cleanliness and hygiene

Under this category the five sub-headings that I chose to use were;

- Rubbish picked up
- Cleaners
- Toilets cleaned regularly
- Bins emptied regularly
- Restaurant cleaned properly

I chose these because I think that they represent different areas of cleanliness and hygiene so will give me a good picture of the standards that the organisation have. Customers also expect attractions to be clean and hygienic so they will have high standard and if these are not met the customers will be disappointed and may not return. The first sub-heading that I chose was 'rubbish picked up'. I chose this because if there is rubbish around it makes the attraction look messy and shows that it does not take pride in looking after the attraction. If there is rubbish that has not been picked up it can be dangerous as people could trip up which would then ruin their visit and could ruin the Deep's reputation. I set the benchmark for this at 'average' because I think that it should be picked up straight away however if there are no staff in a certain area no one will see it to pick it up. During my observations I did not see any rubbish on the floor however there were leaflets and comment cards on the floors which had not been picked up so I only rated this as 'average' which matched the benchmark. Customers will not expect to see things such as leaflets on the floor so would be disappointed at seeing them and will feel that the staff do not take pride in the appearance of the attraction. The second sub-heading that I chose was 'cleaners'. I chose this as I think that there should be cleaners available at all times

A04.3

to make sure that the Deep is as clean as possible which will then keep the customers happy. I set the benchmark for this at 'good' as I believe they should always be available. However during my time at the Deep I did not see any cleaners but the attraction did look clean so I rated this at 'poor' which was quite far below my benchmark. I rated it low because I could not see any cleaners in the attraction but because it was clean I did not rate it as 'very poor'. If the Deep does not have any cleaners who are there all the time it will mean that the attraction could become dirty throughout the day which shows bad customer service as the customers will expect it to be kept clean all the time. The third sub-heading that I chose was 'toilets cleaned regularly'. I chose this because all customers will expect the toilets to be very clean and well maintained. I set the benchmark for this as 'good' and stated that I would expect them to be cleaned at least once an hour as I think this is a suitable amount of time to leave between cleans. I did not set the benchmark as 'very good' because the cleaners cannot continuously clean the toilets so they could become dirty within the time from one clean to the next. During my time at the Deep I was disappointed with the level of cleanliness of the toilets. I did not see any cleaners in the toilets at any time and I felt that they were not at a suitable level of cleanliness. There was also no cleaning rota in the toilets which there normally is in public toilets to keep a record of how often they are cleaned. Because of this I rated the cleanliness of the toilets as 'poor' because I was not satisfied and I do not think other customers would have been however they were not dirty enough to be rated as 'very poor'. The toilets being dirty will set a bad impression about the attraction to customers and will make it look like the staff at the Deep do not take pride in making sure that the cleanliness is up to a high standard. The fourth sub-heading that I chose was 'bins emptied regularly' because I feel the bins should be emptied before they are full so that the rubbish does not overflow. I set the benchmark for this at



A04.3



'average' because the staff may not always know the bins are full or there may not be anyone available to empty them so I did not set it any higher. Through my observations I decided to rate this as 'poor' which is lower than my benchmark. I did this because some of the bins that I saw at the Deep were full and had not been emptied which meant that the rubbish was overflowing and falling on the floor which then became a hazard. This shows poor customer service as this could be dangerous to the customers because they could trip over rubbish that has fallen out of the bins and it shows that the staff do not take an interest in trying to keep the attraction clean. The final sub-heading that I chose was 'restaurant cleaned properly'. I chose this because all customers will expect the restaurant to be well cleaned if they are to eat in it. If they see that it is dirty they will not eat there which could result in the Deep losing the money that they get from the restaurant. I set the benchmark for this as 'good' because customers will expect the restaurant to be very clean as they will not eat food from somewhere that looks dirty. After looking at the restaurant I decided to rate this as 'average' which was below the benchmark. I rated it as this because the tables were not being cleared when customers had left and the area where the food is served had spillages on that had not been cleaned up however it did not look too dirty so I rated it at average rather than good or poor.

Overall I feel that the cleanliness and hygiene at the Deep was poor and all but one of the aspects I looked at was below the benchmark. This shows that the staff at the Deep do not consider cleanliness as a major priority however customers expect a high level of cleanliness when visiting an attraction such as the Deep so the organisation needs to increase its standards in order to keep the customers happy and provide good customer service.

109.3

advertised was available apart from one of the specials which had sold out so I chose to rate this as 'good' which exceeded the benchmark that I had set. By having most of the advertised food available means that the customers will be happy as they will not have to try and find something else like they would if it was not available. This also shows good customer service because it shows that the staff try to make sure that everything is available that should be so that the customers are kept happy. The third sub-heading that I chose was 'are all talks that should be taking place, actually taking place'. I chose this because if a talk is meant to be on it should be on at the right time because the customers will be waiting for it so if it does not take place they will be annoyed that they have not been told and have wasted time waiting for it. I set the benchmark for this as 'good' because while I would expect them all to be on there could be certain situation that would prevent them from taking place so this is why I did not set it at 'very good'. During my trip to the Deep, all the talks that were meant to be on were on, and were on at the correct times so I rated this as 'very good' which was above my benchmark. By making sure everything that is meant to be on is and is at the right times will mean that the customers remain happy and will not have wasted time waiting for it if it was not on, therefore showing good customer service. The fourth sub-heading that I chose was 'are all shops and cafes easy to find'. I chose this because customers will expect these to be easy to find so there should be sufficient signage to direct them. I set the benchmark for this at 'good' because I think they should be easy to find however I realise that there cannot be signage everywhere. After going round the Deep I chose to rate this at 'good' because the shop was very easy to find as it was right at the entrance and then the cafe was signposted quite clearly however I feel that it could have been signposted a bit more to make it easier to find so this is why I did not rate it at 'very good'. Having these places easy to find will benefit the

Adv. 3

I chose these because they represent five very different needs so will assess how well the Deep meets individual needs. The first sub-heading that I chose was 'wheelchair access'. I chose this because people in wheelchairs should be able to access all areas of the Deep and should not be restricted. I set the benchmark at 'good' because I think that wheelchair users should be able to access all areas but there will be some things they cannot do so this is why I did not set it at 'very good'. Through my observations I chose to rate this as 'very good' which was above my benchmark. I chose to rate it as this because I think that all areas of the Deep were easy to access for wheelchair users as there were ramps everywhere instead of steps and there were lifts they could use as well. This shows good customer service because it shows that the Deep make sure that the needs of different types of customers are met so that everyone can enjoy their visit. The second sub-heading that I chose was 'blind, deaf and partially sighted facilities'. I chose this because people with these things should still be able to enjoy the Deep by using facilities such as hearing loops and brail. I set the benchmark at 'average' because while I think that the Deep should meet the needs of these people I also know that it would be difficult to put absolutely everything in brail so I only set it at 'average' and no higher. While at the Deep I decided to rate this as 'average' which matched my benchmark because they did have hearing loops to help people with hearing problems and some things were in brail such as the buttons in the lifts however none of the signs were in brail so blind customers would not be able to understand the signs. The Deep do offer to send a guide around with a group of blind people to explain things to them however as the Deep is a mainly visual attraction visually impaired people will not get as much enjoyment out of it as other people. This does show good customer service as the Deep will try to ensure all guests can enjoy the attraction as much as possible and will send a guide with them if it will benefit the customer. The third sub-

A04.3

heading that I chose was 'baby changing facilities'. I chose this because people with babies will need somewhere to change them and will expect this, so taking this into account I set the benchmark at 'good'. While at the Deep I found that there were baby changing facilities in both the male and female toilets so I rated this at 'very good' which exceeded my benchmark. I think that this shows good customer service as many attractions just have these facilities in female toilets so single fathers would struggle to change their babies however the Deep has taken this into account so now male parents will find it easy to change their children. The fourth sub-heading I chose was 'lifts available'. I chose this because some customers may not be able to walk up stairs so they will need lifts in order to enjoy the experience. I set the benchmark for this at 'good' because I expect there to be lifts for the customers. Through my observations I saw that there were lifts in the attraction so that people who could not walk up stairs could still enjoy all of the attraction so I rated this as 'very good' which was above my benchmark. The final sub-heading that I chose was 'different parking facilities'. I chose this because I think that there should be suitable parking facilities for different people such as coach parking and disabled parking which is near to the entrance. I set the benchmark for this at 'average' because I would expect the Deep to have different parking facilities but I did not know if they would have a wide range of parking spaces so I did not rate it any higher. When at the Deep I saw that there was a separate parking area for coaches and there were disabled spaces so I rated this as 'good'. I did not rate it as 'very good' because I thought the amount of disabled spaces was quite limited so if these were full other disabled people would struggle to park near the door.

Overall I feel that the Deep meets the provision for individual needs very well. All of the aspects that I looked at exceeded the benchmarks

Adv. 3  
different  
customers

apart from one which met the benchmark. This shows good customer service because it shows that the Deep works hard to meet and exceed the needs of individual customers to make sure that everyone has the most enjoyable experience possible.

Whilst at the Deep I also carried out a SWOT analysis to assess the effectiveness of the attraction. This can be found below.

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>○ Good entrance price will give the Deep a competitive advantage over similar attractions.</li> <li>○ Most prices in the shop are marked correctly so there will be no disagreements at the tills.</li> <li>○ All staff were wearing correct uniforms which shows professionalism and makes them easily recognisable.</li> <li>○ All staff kept good eye contact while talking to you which shows they were paying attention and were interested.</li> <li>○ Thorough information about the animals is displayed near them so that customers can learn about them and understand them.</li> <li>○ All areas marked out clearly so they are easy for the customers to find which will save them</li> </ul>	<ul style="list-style-type: none"> <li>○ Gifts in the shop are very expensive which could put people off buying them which will then mean that the Deep receives no revenue which they may have if the gifts were cheaper.</li> <li>○ Low dwell-time could make the attraction seem poor value for money which could deter people from visiting again.</li> <li>○ Staff did not smile which makes them seem unfriendly and can put customers off asking them things they may want to know.</li> <li>○ Not many staff wearing name badges.</li> <li>○ Poor information about the food which could cause problems for people with food intolerances.</li> <li>○ No maps were given out which meant that people could not navigate around the attraction</li> </ul>

↑

10.4.3  
 Critical Evaluation of CS at deep  
 - well reasoned judgement

↓

<p>time as they are not having to walk around trying to find them.</p> <ul style="list-style-type: none"> <li>○ Lots of things for families with smaller children to enjoy.</li> <li>○ Lots of facilities for non-English speakers so they can enjoy the attraction.</li> <li>○ Lots of facilities for disabled visitors so they can enjoy it as much as other visitors.</li> <li>○ All health and safety procedures were met to a high standard so all the customers were safe in the attraction</li> <li>○ Shop was well stocked and service was quick and efficient showing the staff in the shop take pride in the appearance and service in the shop.</li> <li>○ All scheduled talks took place on time which meant customers were happy as they did not wait for something which would not take place.</li> <li>○ Everywhere was accessible for all people so no one was discriminated against and everyone could enjoy it.</li> <li>○ Easy access for wheelchair users with ramps and lifts.</li> <li>○ Baby changing facilities in male</li> </ul>	<p>as easily.</p> <ul style="list-style-type: none"> <li>○ Not enough staff in all the areas meant longer waiting times and not being able to find out all the information that was required.</li> <li>○ Toilets were not cleaned on a regular basis with no cleaning rota to show the last time they were cleaned.</li> <li>○ The bins were overflowing which could cause hazards for the customers.</li> <li>○ No cleaner visible.</li> </ul>
--	---

A4-3  
 See Page  
 74 for  
 Comment

<p>and female toilets.</p> <ul style="list-style-type: none"> <li>o Meets the needs of different people very well so that everyone can enjoy the experience as much as possible.</li> <li>o Very education based so that people can learn as well as enjoy the experience.</li> </ul>	
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>o Lower the prices in the shop to encourage more people to buy souvenirs which will then increase the revenue of the Deep.</li> <li>o Give all staff extra training such as customer service training and specialist training on different areas of the attraction so that they communicate with the customers correctly, provide excellent customer service and have extensive knowledge about the animals so they can answer any queries.</li> <li>o Make sure all staff are wearing name badges so they look more professional.</li> <li>o Have more information about</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>o Lower dwell-time than similar attractions could result in customers choosing a rival attraction which will result in a loss of custom.</li> <li>o Staff not knowing about the attraction and seeming uninterested could put people off returning which will lose the Deep return custom and could result in the Deep getting a bad reputation.</li> <li>o Staff not having good customer service skills will send a bad impression about the attraction to customers which will result in them not returning and will create a bad reputation.</li> <li>o Unclean attraction will put people off visiting as they will not want to visit somewhere</li> </ul>

↑  
 A04.3  
 See Page  
 74  
 ↓

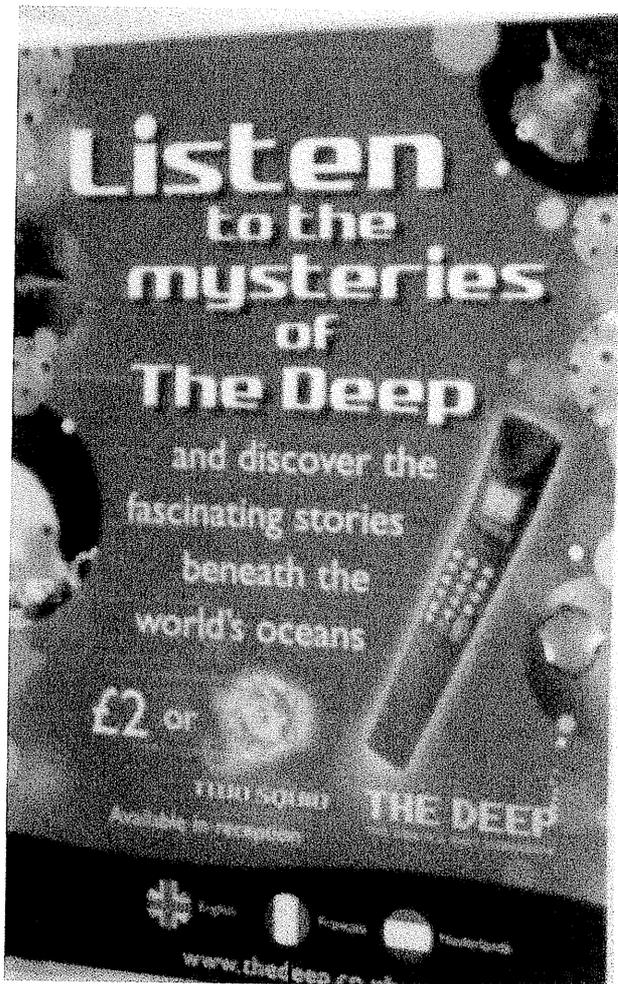
<p>the food displayed in easy to see places so that people with food intolerances can see what is suitable for them which will make it easier for them and reduce any problems.</p> <ul style="list-style-type: none"> <li>○ Hand out maps to people on arrival so that they can get around the attraction easily.</li> <li>○ Make sure there are plenty of staff in all areas of the attraction so that if the customers need assistance there is always someone nearby.</li> <li>○ Have full time cleaners who are in the attraction all day to keep on top of all cleaning.</li> <li>○ Make sure the toilets are cleaned on a regular basis and have a cleaning rota displayed in the toilets so that customers can see that they are regularly cleaned.</li> <li>○ Empty the bins before they become full and turn into a hazard.</li> </ul>	<p>that does not take an interest in cleanliness as they will expect the attraction to be clean.</p>
--	--

  
Appendix 3  


Personal observation and photographic evidence

I also used a personal observation whilst at the Deep and this is how I filled in the majority of my mystery shopper questionnaire. The main

points that I found from my observations were that there were insufficient amounts of staff which meant that the organisation did not run as effectively as it could have, the cleanliness of the attraction was not kept to a high standard which promoted a bad image about the Deep and that the staff did not seem to smile. However I did see that the Deep tried hard to cater for the needs of different people to make sure everyone enjoyed the experience and that the shop seemed very efficient and well stocked. Below are some photographs that I took whilst at the Deep.

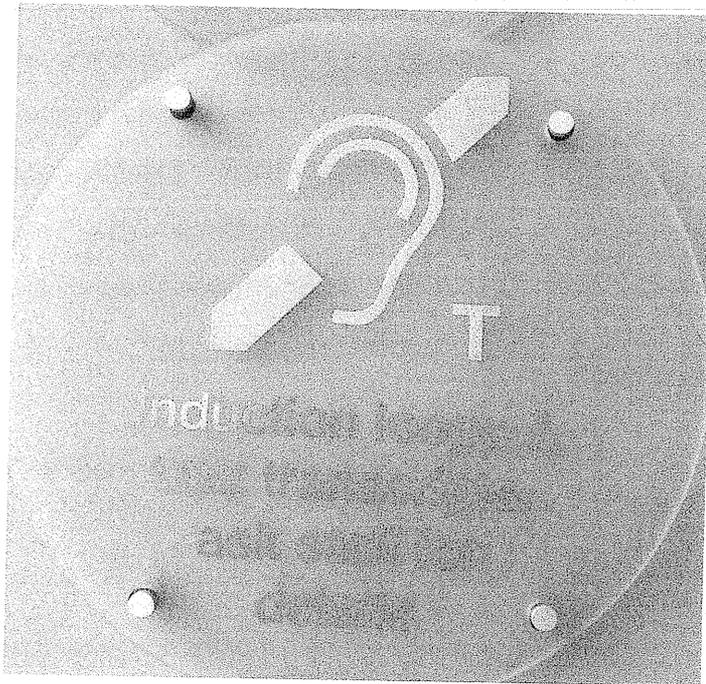


This photograph shows the audio tours that are offered by the Deep. This is good customer service as it enables people to listen to the information about the Deep and as it is available in different languages it means that non-English speakers can also enjoy the attraction. This also shows that the Deep is educational based as it includes lots of information that will teach the customers things that they did not know before.

(source: own photograph)

This shows the different languages that are available.

104.3  
different  
as shown



This photograph shows that the Deep operates induction loops and tour transcripts which is meeting individual needs and ensuring that all customers can enjoy the attraction.

(source: own photograph)

**Welcome**

	<u>Day Plus Pass*</u>	<u>Gold Pass</u>
Adult	£8.95	£22.50
Child (4 to 10 years)	£6.95	£16.50
Senior / Student <small>(over 60 years / 16-25 years)</small>	£7.50	£21.50
Family x 4 (max 2 adults)	£28.50	
Family x 5 (max 2 adults)	£33.95	

\* Fill in the form at reception to obtain the admission for a year

This photograph shows the different entrance prices that the Deep offers to different types of people. It shows good value for money as it offers good discounts to people.

(source: own photograph)



This photograph shows that the Deep meets the needs of wheelchair users and had a separate low desk check in so they can get their tickets easily.

(source: own photograph)

Ac 4.3  
different  
cashier



This photograph shows that fire exits are clearly marked showing that health and safety standards are kept high and making sure that customers are safe.

(source: own photograph)



This photograph shows that all areas are clearly marked so that customers can find their way around easily.

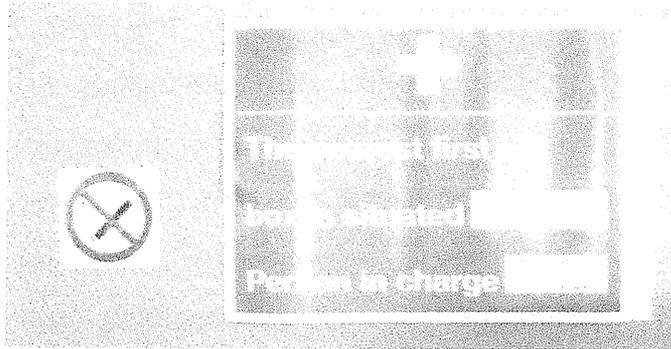
(source: own photograph)



This photograph shows that health and safety is a main priority of the Deep as they have closed a work area off so that no one can get in as it may be dangerous for them.

(source: own photograph)

A04.3



This photograph shows that the Deep take first aid seriously and tells the customers where they can find a first aider if they have an accident.

(source: own photograph)



This photograph shows the special baby food warming station in the cafe to show that the Deep tries to cater for individual needs to make the customer have an enjoyable visit.

(source: own photograph)



This photograph shows a specially adapted table in the restaurant to show how the Deep tries to cater for people in wheelchairs.

(source: own photograph)

*Act 3*  
*different*  
*customer*



This photograph shows how the Deep caters for customers with disabilities by providing free car parking and a special entrance so access is easy for them. This shows that they try to cater for individual needs to ensure that all visitors enjoy their visit.

(source: own photograph)

↑  
A9.3  
See page 81 for context  
↓

### Conclusions and Recommendations

From using all these types of research I was able to assess the customer service at the Deep very well. I feel that I used the mystery shopper survey was the most useful to me and I used this most whilst looking round the Deep. There are both advantages and disadvantages to using a mystery shopper questionnaire. The main advantage is that it gives a realistic evaluation of the customer service as the staff are unaware that they are being assessed so will not act any differently to how they normally do which they might if they knew they were being assessed. It is also objective because me as the mystery shopper has no personal interest in each department. It can be motivating for the different departments that do well and it allows the organisation to pick out specific benchmarks in which they want their criteria to perform against (source: Collins Travel and Tourism AS textbook). The main disadvantages to a mystery shopper is that if the Deep had actually organised a proper mystery shopper it would have been quite expensive as the mystery shopper would receive a salary as well as the

↑  
A9.3  
Detailed  
Conclusion  
↓

Deep having to pay for their travel expenses etc. Also, in some cases the staff may find it demotivating as they may feel that they are being spied on (source: Collins Travel and Tourism AS textbook). I also feel that because I used my observations while conducting a large amount of my mystery shopper survey the results could not be reliable. This is because what I saw on the day I visited could be different to what it is like on a different day and also as I commented on the staff, I did not get to see all the staff so I could only use the ones I did see which would not represent everyone. For example the staff that I saw did not smile very often however the other members of staff that I did not see may have had very good customer service skills which would have changed the results.

From looking at my finding that assess the customer service provided at the Deep I can conclude that some aspects of the customer service that the Deep provides is very good however some aspects could be improved to meet the values and attitudes of the Deep. One area of the customer service that I think is very good is the way that the Deep try to cater for all types of customer to ensure that everyone gets as much enjoyment from their visit as possible. I think they provide excellent services for wheelchair users such as ramps, lifts, a specially adapted reception desk and raised tables in the cafe and they also provide induction loops for people with limited hearing so that they can still enjoy the experience.

### Recommendations

- o From looking at my mystery shopper questionnaire I can see that the consistency and accuracy of some of the staff roles needs to be improved. Many of the staff did not smile which is not good customer service however this is not a hard thing to do so it should be easy to improve. Smiling and maintain eye contact



Ac 3

See Page 82



Ac 3

See Page 84

are very simple things but it means a lot to the customers and they now expect this type of service when they visit an attraction such as the Deep. I feel that if the Deep could increase the staffs awareness of doing this it would benefit the business as the customers would be happier when talking to the staff because it will show that they are listening and are interested to what the customers are saying. One way in which the Deep could do this is to provide extra training to the staff on good customer service which could teach the staff different things that they can do to provide good customer service such as having the correct body language, using the correct language, smiling and maintaining eye contact.

- o Another problem at the Deep was that there did not seem to be enough staff around the attraction. in my mystery shopper survey the headings 'sufficient amount of staff throughout the attraction' and 'enough specialist staff available' were both rated as 'very poor' which was below my benchmark. This could cause the Deep problems if they are unexpectedly busy and the customers may also not be able to find a member of staff if they need any help or want to know any information. Customers will not want to return to the Deep if there was no one to explain things that were not interpreted in the signs etc because it will not be enjoyable for them if they want to learn new things about the oceans but there is no one available to provide them with this information. One of the Deep's main values and attitudes is to educate the customers so this contradicts these aims because there are no staff available to educate the customers. Therefore I feel that the Deep would benefit from making sure there are enough staff around the attraction and not just in the shop and cafe. I would recommend having a member of staff in the glass lift that takes the customers up through the tank. I think this would

↑  
109.3  
Val 21  
Recommend

be an ideal location for a member of staff as they would be able to tell people about the different fish that they see whilst in the lift and give them some information about them. Another area that I feel would benefit from having a member of staff is the 'discovery corner' which is the children's area. If there was a member of staff here they could explain to the children what they are looking at in a fun way which would also help them to learn about the fish.

- I would also recommend that the Deep focuses on improving the standards of cleanliness and as this section scored low on my mystery shopper questionnaire. I think that the Deep should have cleaning staff who are there all the time which would keep on top of the cleaning so that the attraction was always clean which would set a good impression to the customers. I would also recommend that a cleaning rota was made for the toilets to ensure that they are being cleaned on a regular basis as the customers expect these to be cleaned regularly and properly so if they were cleaned on a regular basis it would meet the customers' needs and expectations and would also make them hygienic. I also think that making sure the restaurant is cleaned properly would benefit the Deep because customers will be impressed if the tables are clean and available to sit at straight away so that they are not having to wait or sit on a dirty table. Finally I would recommend that the bins are checked regularly and emptied before they become full so they do not turn into a hazard.
- I think that the Deep should lower the prices in the shop because if they are too expensive people will not buy them so by lowering the prices people will buy them which will bring the Deep more revenue.

A4.3

Valzi

Recommendations

- o Finally I think the Deep could introduce more shows and talks as this would increase the dwell-time which would make the attraction better value for money. If the dwell-time was longer and people thought they were getting better value for their money it could attract more customers and if the dwell-time is longer than rival attractions it could give them a competitive advantage which would result in more customers and more revenue.

↑  
1104.3  
See  
Page  
55  
✓

---

## **Appendix for AO1, AO3 and AO4**

The Deep Questionnaire	A
The Deep Information Pack	B
Red Arrow Report – Visitor Exit Survey	C
The Deep Visitor Numbers	D
Mystery Shopper Survey	E
The Deep Slideshow	F



Running Deep Ltd - registered charity  
independent company

2 guides 'on every' level

- 1 - attraction
- 2 - car park

The Deep board - meet once a month -  
oversee the running

- 3 - business centre
- Unit 2 - Customer Services

opened Easter 2002 | eg Uni of Hull  
3.6m visitors

member of ALVA  
Yorkshire attraction group

### THE DEEP QUESTIONNAIRE

only closes christmas eve + day

£1m profit last year

These questions have been sent to The Deep and will be covered during the interview. However, some of the questions can be answered during your observation of the Aquarium.

customer service = sustainability

1) Why is good customer service so important to the organisation?

\* repeat visits - relies solely on income from visitors

\* good reputation

\* costs less to satisfy an existing customer than it does to win a new 1 - £50,000 in a national newspaper for 1 day advertisement

2) What are the benefits of good customer service to the organisation?

3) How does the organisation plan and organise to deliver good customer service?

offer customers → make sure that staff have the right attitude

staff that are welcoming + knowledgeable

\* availability of info both before + after arrival

\* suitable, clean + working facilities - toilets checked regularly

4) How does the organisation provide for the following types of customer

Groups

People of different ages

a) Small children

b) Teenagers

c) Adults

d) Older people

e) People with babies

• Baby changing facilities in both male + female toilets

Different cultural groups

• prayer room

Tourists with limited English

• Audio guide in French + Dutch

• Guides who speak German, Italian, French

People with specific needs

• wheelchairs

• lifts

• guides with blind people - some things in brail

• staff trained in sign language

Members of any associated organisation

5) What system is in place for a customer to make a complaint? customer comment forms

- if complain about food - reimburse them + free meal
- shop goods broken - swap / refund
- complain about noise etc - free tickets + meal

\* too expensive,  
\* not enough animals  
\* crowded

\* queuing - better now  
\* school groups - recommend come after 3 next time

---

6) What does the organisation provide to the staff it employs? E.g. uniforms, training, eating facilities?

7) How do staff communicate?

8) Can you describe the types of social events the Deep have for their staff?

9) How do you communicate with colleagues in other organisations?

10) How are staff encouraged to work in teams?

11) How are management and supervisors trained differently?

12) What are the benefits of a happy staff to the organisation?

13) How do you measure customer satisfaction? What criteria do you use?

14) How do you establish your pricing policy?

Total everything up from last year - how much profit  
Budget for next year e.g. costs go up  
decide whether to keep the same or increase

15) How do you measure if a visitor considers The Deep value for money?

16) How do you ensure that you deliver consistent customer service throughout the organisation?

17) How many staff do you employ? May we have an organisation chart?

130

- membership of local government pension scheme
- free uniform
- free parking when working
- designated locker storage + eating areas
- bonus - based on last year's salary - no more than 10%
- half price meals
- free drinks from dispensers
- 33% off shop
- 10 complimentary tickets per year
- free xmas party

18) How do you decide the staffing levels in each area of the Aquarium?

19) How do you measure the visitors enjoyment of the experience?

20) What Health and Safety legislation do you have to follow?

21) How do you measure if you are up to the health and Safety standards?

follow safety regulations  
anything seen to straight away e.g spilled drinks  
24 1st aiders, 1st aid room - accidents recorded  
chemicals kept securely locked away

22) How do you maintain cleanliness in the Aquarium?

1 regular cleaners - if away contract cleaners come in  
company employed to clean in morning - only attraction + toilets  
aquarists clean tanks

23) How do you ensure access to all areas of the building for all types of customer?

lifts

24) How do you measure your customer service? And how often?

on back

25) Have you any plans to change the way you deliver customer service?

no

26) Have you any suggestions as to how the organisation could improve their customer service?

27) Have you any suggestions as to how the organisation could improve the way they treat their staff?

28) Please can we have copies of any relevant documentation you use to monitor your customer service? E.g. questionnaires?

29) Please can we have a copy of any relevant documentation you provide for staff to establish good customer service in practice? e.g. Staff Handbook

30) Any additional notes.

Improve c.s by

- training staff
- looking at other service providers
- discussion by staff at departmental meetings
- more feedback

\* customer comment forms

\* mystery shopper - check website  
signs to get to Deep  
toilets, cafe

\* exit surveys - pay external organisation to question  
customers on their way out over  
a number of weeks

97% on 1st + - were disappointed

\* visitor numbers

\* repeat visits

\* passes - 10% of entrance fee for people pass holder brings  
with them - free parking after 3

\* sleepovers - £20 per head

## Mission statement

To build a greater understanding + enjoyment of the world's oceans

## Aims

To educate, entertain, regenerate, inspire

## Brand values

World class ambition, challenging, inclusive, enriching, inspirational, integrity, smib

---

2000 - 2500 in peak

90 in Jan + Feb

## Challenges

- seasonality
- peak periods
- complaint handling

---

provide umbrellas

refreshments outside in summer for queues

Dwell time = 2 hours /  $1\frac{1}{2}$

B

If you have any other comments or suggestions you wish to add please detail below

Name

E-mail\*

Address

Postcode

Telephone

Please tick this box if you do not wish to receive further information about The Deep via post.

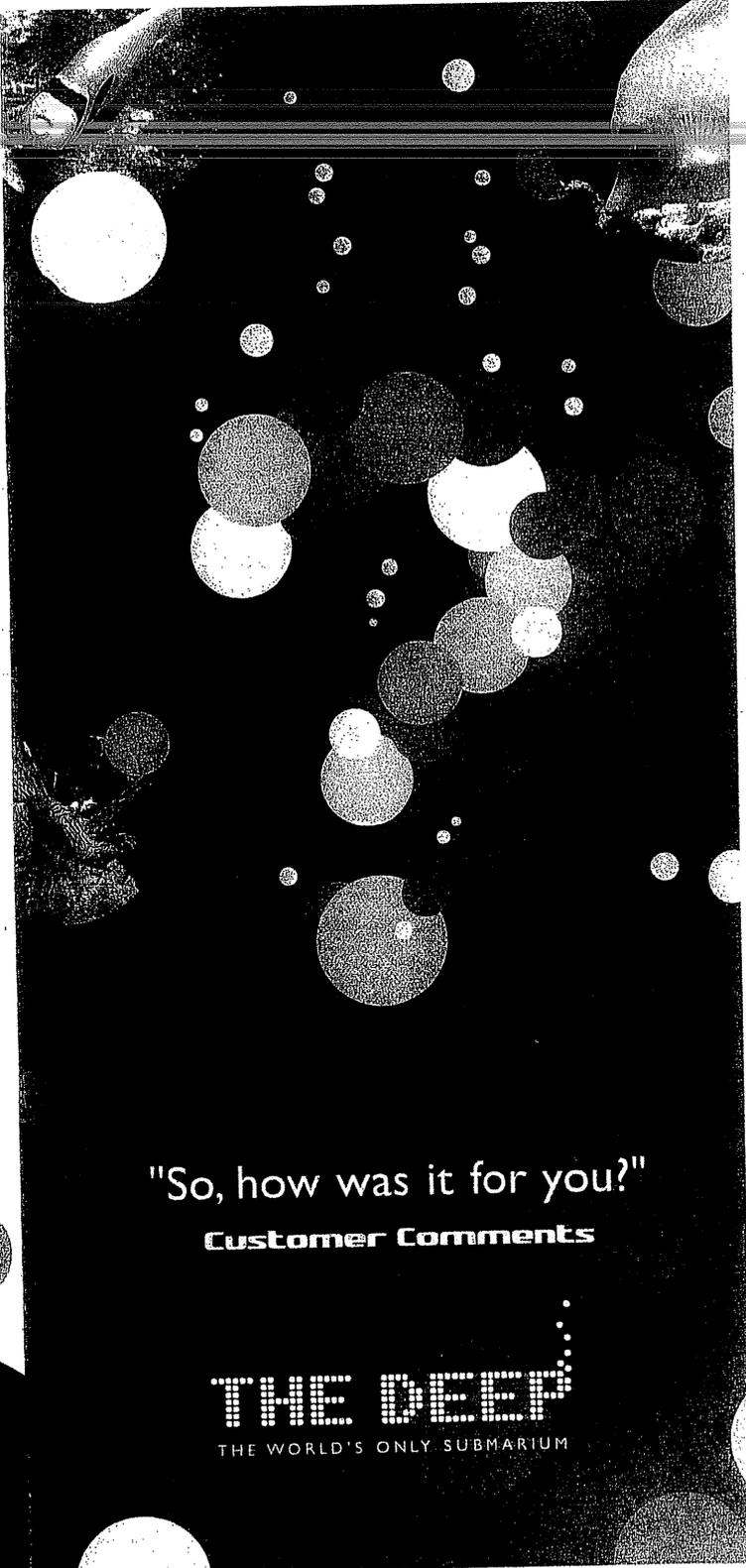
The Deep (EMIH Ltd) is a data controller, registered under The Data Protection Act 1998. The information on this form may be used for statistical analysis or for marketing purposes.

\* By providing your email address you are opting to receive electronic communications.

Thank you for your time in completing this questionnaire. All information is treated in the strictest confidence.

01482 381000

www.thedeep.co.uk



"So, how was it for you?"

Customer Comments

THE DEEP  
THE WORLD'S ONLY SUBMARIUM

Please complete  
this questionnaire  
and return it  
to Reception

Date of visit

\_\_\_\_/\_\_\_\_/\_\_\_\_

Have you visited The Deep website?

Yes  No

How did you travel to The Deep?

Car  Train  Bus  Foot  Other, state below:

How far did you travel?

less than 1/2 hr  
 1/2 to 1 hr  
 1 to 2 hrs  
 more than 2 hrs

How long did you spend in The Deep?

1 hr  1 - 1 1/2 hrs  1 1/2 - 2 hrs  more than 2 hrs

How many people were in your party?

Please rate the following on a scale of 1 - 5 (1 poor, 5 excellent):

How would you rate The Deep on value for money?

1  2  3  4  5

How would you rate the guide presentations?

1  2  3  4  5

How would you rate the attraction on its cleanliness?

1  2  3  4  5

If poor, please comment

How much did you enjoy the visit overall?

1  2  3  4  5

If applicable, which Café did you use?

Two Rivers  The Observatory

If applicable, how did you find the quality of food in the Café?

1  2  3  4  5

How did you find the Café in terms of value for money?

1  2  3  4  5

If you visited the shop how did you find the product range?

1  2  3  4  5

How did you find the shop in terms of value for money?

1  2  3  4  5

How would you rate our staff overall?

1  2  3  4  5

What was your favourite part of the attraction?

What was your least favourite part of the attraction?

Would you recommend The Deep?

Yes  No

How did you hear about The Deep?

How did you purchase your tickets for The Deep?

On arrival  
 Telephone  
 Hotel  
 Tourist Information Centre  
 Internet  
 Other, please state below:

# THE DEEP - DAY PLUS PASS

This DAY PLUS PASS allows you and your family members with you today to visit The Deep free for a 12-month period\*. Making your payment under 'Gift Aid' will enable The Deep, a registered charity, to benefit from an additional 28p for every £1 you pay at no additional cost to you and will further demonstrate your support for our charitable work. However, to do so, you must pay income tax and/or capital gains tax at least equal to the tax The Deep will reclaim (currently 28p for each £1 you give). If you are not able to do this (or do not wish to do so), then please tick this box.

Terms & Conditions Apply.  
 The name of The Deep's charitable parent company is EMIH Limited, Registered Charity Number 1073254  
 The information on this form may be used for statistical analysis only.

**Name 1** \_\_\_\_\_  
First Name Surname

**Address** \_\_\_\_\_  
 \_\_\_\_\_

**Postcode** \_\_\_\_\_

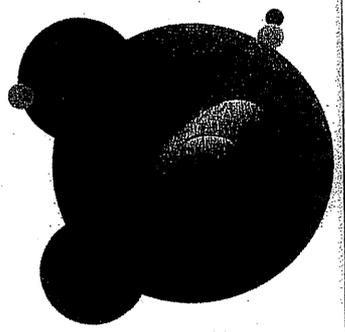
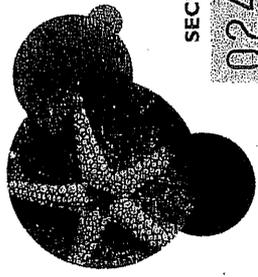
**Signature** \_\_\_\_\_

**THE DEEP**  
 OFFICIAL USE ONLY  
**THE DEEP** FEB 2008  
 20 FEB 2008

**Amount: £** \_\_\_\_\_

SECURITY No  
 0241427

*giftaid it*



**THE DEEP**  
 THE WORLD'S ONLY SUBMARIUM

**Name 2** \_\_\_\_\_  
 Adult  Child

**Name 3** \_\_\_\_\_  
 Adult  Child

**Name 4** \_\_\_\_\_  
 Adult  Child

**Name 5** \_\_\_\_\_  
 Adult  Child

If names have been altered or this pass has been defaced in any way, then it will be invalid.  
 \* In addition to Christmas Eve and Christmas Day (when The Deep is closed), this membership cannot be used on up to five days per year (see [www.thedeep.co.uk](http://www.thedeep.co.uk) for details)

If you wish to gift-aid this as your gift-aid receipt, the name of the Deep's charitable parent company is EMIH Limited, Registered Charity Number 1073254.

**Attach photo here and bring additional ID for first use**

**5**

**Attach photo here and bring additional ID for first use**

**4**





# AMPHIBIAN ART SHOW

by

The Deep, 3<sup>rd</sup> Floor

Lizzie's art show is being launched to coincide with the worldwide Year of the Frog conservation campaign.

Lizzie, who is based in Hay-on-Wye, is an enthusiastic lover of nature and has been a freelance natural history illustrator for ten years. She specialises in painting plants and animals for publishers, environmental organisations and clients. Lizzie is a zoology graduate and has just completed a two-year contract for HarperCollins working on illustrations for their guide on flowers of Britain and Northern Europe (due to be published Autumn 2008). Many examples of her work can be seen interpreting the Radnorshire Wildlife Trust nature reserves.

The Year of the Frog campaign has been launched by WAZA (World Association of Zoos and Aquariums) to address the amphibian extinction crisis. It is expected that approximately 50% of 6000 species are threatened with extinction. The main reason for the rapid decline of frogs is habitat loss, chytrid disease, climate change, pollution, pesticides and introduced species. For further information please visit [www.amphibianark.org](http://www.amphibianark.org) [www.yearofthefrog.org](http://www.yearofthefrog.org)

Lizzie is kindly donating half of proceeds from sales of her pictures to the campaign, to help save endangered amphibians. Please see overleaf if you are interested in owning one of Lizzie's fabulous illustrations.



amphibian ark  
2008 YEAR OF THE FROG



## Framed Amphibian Pictures Price List

1. Green Toad	£160.00
2. African Clawed Frog	£180.00
3. Midwife Toad	£ 180.00
4. Yellow-bellied Toad	£ 160.00
5. American Bullfrog	£ 160.00
6. Tree Frog	£ 260.00
7. European Tree Frog	£ 200.00
8. Axylotyl	£ 200.00
9. Cane Toad	£ 220.00
10. Common Toad	£ 170.00

If you are interested in purchasing a picture, please contact the artist direct.  
Lizzie is available for commissions of any wildlife subject,  
please feel free to get in touch:

Lizzie  
(01497) 821 578/ (07714) 246 447 email:

ik

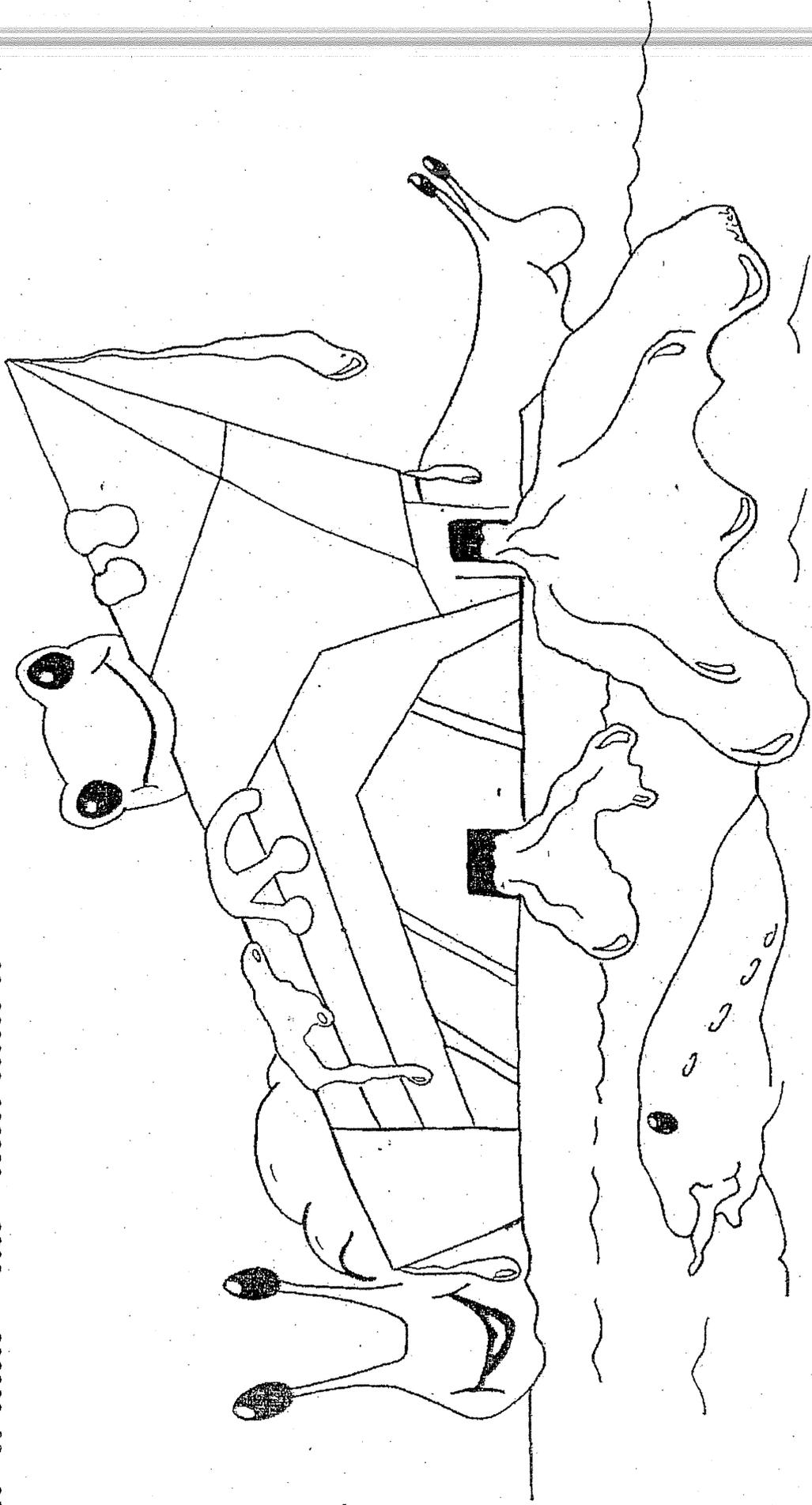
web: y







W  
A  
S  
E  
S



# FROG WORDSEARCH

T	L	S	P	A	W	N	P	M	Q	X
A	U	H	N	S	Y	R	K	F	D	A
D	V	B	C	K	H	L	U	M	E	Q
P	M	D	P	H	K	E	C	G	F	V
O	L	H	G	N	T	Y	R	G	H	G
L	U	T	H	R	W	K	O	R	R	T
E	N	Y	E	I	D	H	A	T	E	O
P	W	W	F	B	M	H	K	Z	U	A
V	U	A	L	B	R	T	E	P	H	D
R	U	R	S	I	P	T	P	L	L	E
U	Y	T	M	T	T	L	H	R	F	Y
R	T	S	N	E	K	N	Z	P	E	U
N	F	H	F	H	G	S	L	I	M	E
F	R	O	G	N	F	T	R	E	E	L
M	Q	P	O	I	S	O	N	K	H	G

FROG

SLIME

RIBBIT

CROAK

TOAD

TADPOLE

SPAWN

WARTS

POISON

TREE



**Red Arrow PR**

*Delivering effective communications*



**The Deep**

**Visitor Exit Survey**

**June 2003**

**Summary of findings**

Red Arrow PR  
Jenko Building,  
21 Hessle Road  
Hull  
HU3 2AA

Telephone: 01482 210123  
Fax: 01482 210128  
Email: [info@redarrowpr.co.uk](mailto:info@redarrowpr.co.uk)  
[www.redarrowpr.co.uk](http://www.redarrowpr.co.uk)

# CONTENTS

## Project Overview

**Introduction** 3

**Aim of the Research** 3

**Research Process** 3

Figure 1: Geographical spread of survey respondents 4

## Survey Results

**1. Overall Satisfaction** 5

Figure 2: Overall satisfaction with visit 5

**2. Factors Influencing Visit** 6

Table 1: Key 'influencers' in the decision to visit the attraction 6

**3. Impact of the Attraction** 7

Table 2: Impact of the attraction 7

**4. Returning Visitors** 7

**5. Purchasing Tickets** 7

Table 3: How tickets were purchased 7

**6. Information Sources** 8

Figure 3: Information sources 8

**7. Accessing the Web** 8

**8. Value for Money** 8

**9. Visiting other Aquaria** 8

**10. Mode of Transport** 9

Figure 4: Mode of transport to The Deep 9

**11. Satisfaction with the Facilities** 9

Figure 5: Satisfaction rating for catering facilities 10

Figure 6: Satisfaction rating for gift shop 10

**12. Favourite Part of The Deep** 11

**13. Service Level** 11

**14. Members of Staff** 11

**15. Conclusion** 12



## **PROJECT OVERVIEW**

### **Introduction**

Following on from previous exit surveys, this document continues to measure the strengths and weaknesses of The Deep, as perceived by visitors, and compares the results against these other surveys.

The summary that follows presents a full analysis of the exit survey carried out with visitors at the end of June 2003. This provides a 'snapshot' measurement of consumer patterns against the findings from the surveys carried out in June 2002, September 2002 and January 2003.

Prior to this survey, and following a meeting with The Deep's marketing director, some of the questions in this survey were either changed, or discarded if deemed inappropriate due to the length of time that the attraction has been open. Where this is the case a reference has been made within the relevant section

### **Key Aim of the Research**

- To capture a range of satisfaction measures and quantifying expectations against reality
- Exploring consumer demand patterns to ascertain what enhancements and development visitors would like to see

### **Research Process**

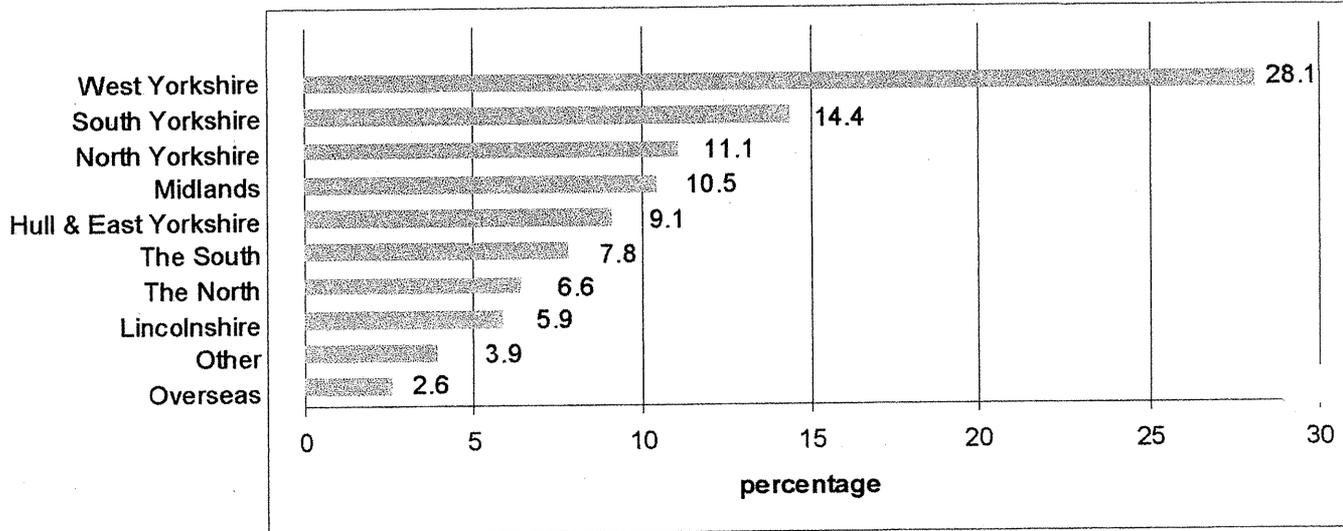
The data collection process involved interviewing a wide range of visitors exiting the attraction, using a qualitative questionnaire. Interviews were spread across the afternoons of Thursday 26 and Saturday 28 June 2003 and provide an indication of customers' reactions to The Deep over the period of time it has been open. One hundred and fifty three responses were collected in total; around half of the responses were collected on each of the days.

Interestingly, there has been a demographic shift in the population trend, although the majority of visitors continue to come from within a radius of 100 to 120 miles of the attraction.

One general observation of the surveyors that may substantiate this shift was the number of visitors travelling on coach trips. This is reflected in the significant increase in percentage of visitors indicating coach as their mode of transport later on in the survey.



**FIGURE 1: GEOGRAPHICAL SPREAD OF SURVEY RESPONDENTS**



Interviewees were asked whether they were on holiday:

- 78.4% were 'here for the day'
- 19.6% were 'staying with friend/family in the area'
- 2% were 'staying in a hotel or caravan/holiday park locally'

These results again reflect the increased number of visitors surveyed who travelled by coach and were here for the day.

There was a significant increase in the number of visitors who were staying with friends/family in the area.

As June is not in the main holiday period, it can be assumed that there would be fluctuation in these figures during late July and August.

**Colour Coding**

The following colour coding is used throughout the survey:

	June 2002
	September 2002
	January 2003
	June 2003



**PART**

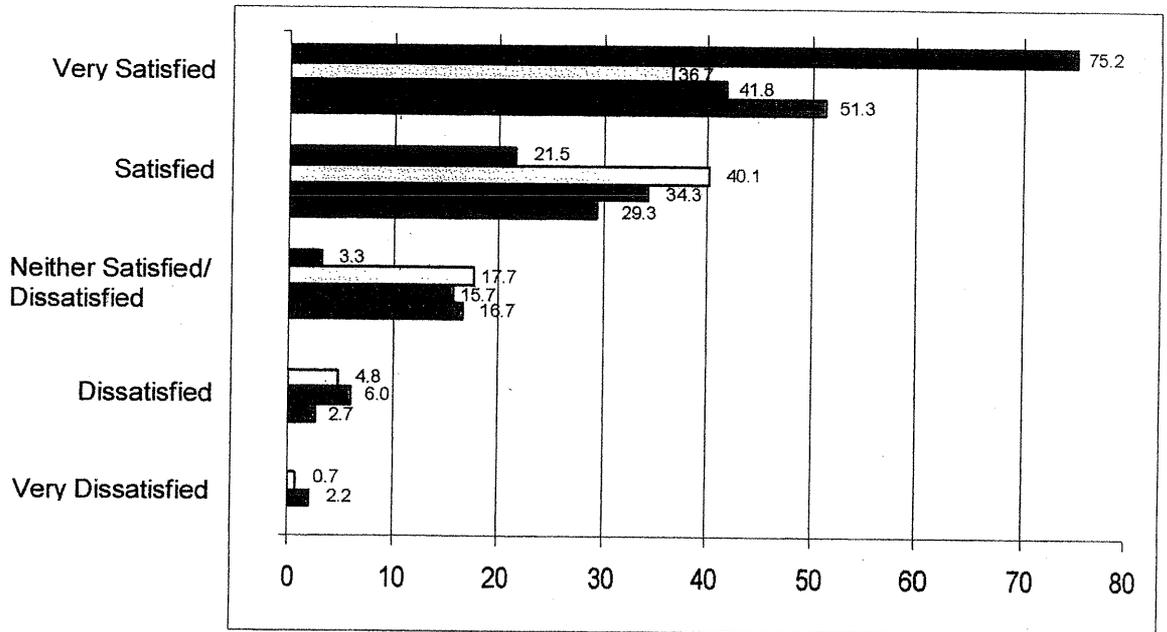
**SURVEY RESULTS**

**1. Overall Satisfaction**

The first part of the survey began with visitors being asked to what degree they felt satisfied with their visit to The Deep. The results show a significant increase in overall visitor satisfaction, and no respondents were either dissatisfied or very dissatisfied.

There has been an overall increase: 96.7% (76.7% in January 2003, 76.1% in September 2002 and 80.6% in June 2002) in respondents who were either satisfied or very satisfied.

**FIGURE 2: OVERALL SATISFACTION WITH VISIT**





## 2. Factors Influencing Visit

The media continues to be a catalyst in influencing the respondents' decision to visit the attraction.

Table 1 shows that while there has been a small reduction in the media as part of the decision making process, a new question; 'it was recommended to me by a relative/friend/colleague, shows that previous visitors are 'spreading the word'.

This indicates a more stable picture as The Deep matures as a major visitor attraction.

**TABLE 1: KEY 'INFLUENCERS' IN THE DECISION TO VISIT THE ATTRACTION**

Visiting Factor	June 2002 (%)	Sept 2002 (%)	Feb 2003 (%)	June 2003 (%)
I saw/heard/read a piece about it on the TV, radio, magazine/newspaper and it seemed an interesting place to visit	67.2	69.0	41.3	40.3
My children love anything to do with the sea life	10.7	24.8	12.6	0.6
We fancied a day out and had never been here before	19.8	31.8	19.6	14.6
I have been to other aquariums and have enjoyed them	10.7	19.4	18.2	8.8
My children have been with their school and enjoyed it	3.1	1.6	11.2	4.7
It was recommended to me by a relative/friend/colleague	Not Asked	Not Asked	Not Asked	24.6
It's very close to where I live so I thought 'why not?'	7.6	11.6	4.2	Not Asked
The recent media emphasis on the attraction sparked my interest	6.9	14.7	14	Not Asked
I have driven past and wondered what it was like inside	1.5	7.0	6.3	Not Asked
Felt like we had to visit because it's a new attraction	19.8	13.2	39.2	Not Asked
Other – see comments below	Not Asked	Not Asked	Not Asked	6.4

### 3. Impact of the Attraction

The attraction continues to have a significant impact on visitors, as measured by the key success criteria; 'would you recommend The Deep to other people? This is shown in Table 2.

**TABLE 2: IMPACT OF THE ATTRACTION**

	June 2002	Sept 2002	January 2003	June 2003
Would you recommend The Deep to other people?	97.3%	97.8%	95.8%	98.7%

### 4. Returning Visitors

Of the June 2003 sample 14.4% had previously visited The Deep.

Of those surveyed 5% said they would consider buying a season ticket. From respondents' comments, the main barrier to them purchasing a season ticket is due to their geographical location.

### 5. Purchasing Tickets

Table 3 shows how tickets to the attraction were purchased.

**TABLE 3: HOW TICKETS WERE PURCHASED**

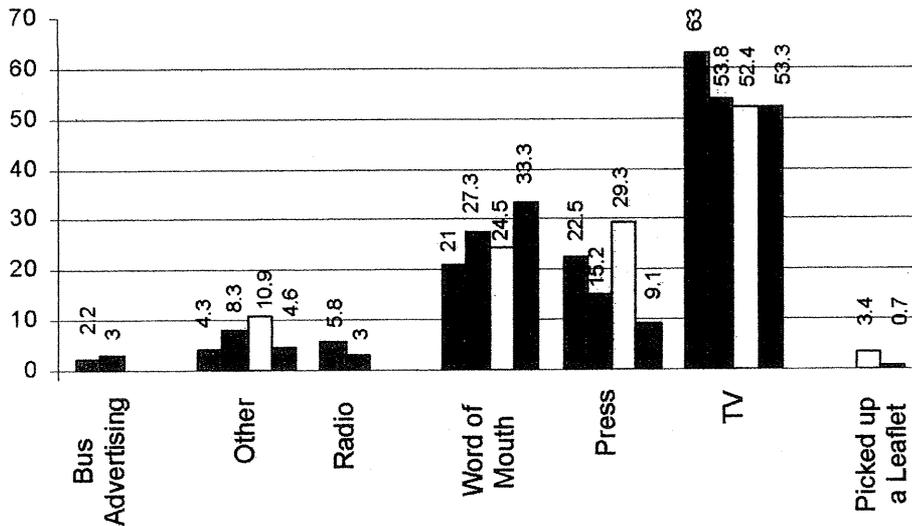
At The Deep	73.9%
Telephone	20.9%
Tourist Office	1.3%
Jackson's Employee Benefit	3.3%
Competition	0.6%



**6. Information Sources**

As with previous findings, *television* continues to be the main source of information concerning The Deep. However, word of mouth has seen a significant increase, reflecting that as the attraction matures, more visitors are ‘spreading the word’.

**FIGURE 3: INFORMATION SOURCES**



**7. Accessing the Website**

Of the June 2003 sample 14.4% had visited The Deep’s website prior to their visit.

**8. Value for Money**

Of the June 2003 sample 94.1% felt that The Deep had been good value for money.

**9. Visiting other Aquaria**

Of the June 2003 sample 85.6% said that they would be more likely to visit another aquarium in the future

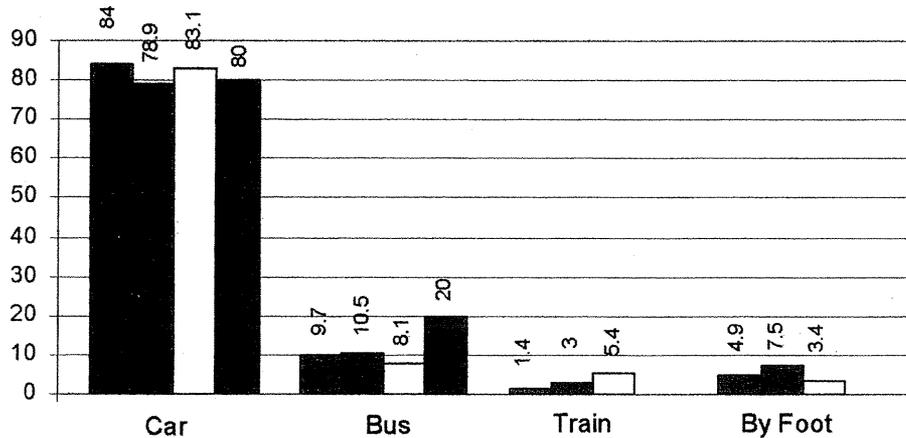


**10. Mode of Transport**

The car continues to be the most popular mode of transport to The Deep, with 80% of visitors travelling to The Deep in this way. Bus (or coach in most cases) has seen a significant increase; this is also reflected in the change of visitor demographics.

Train was not mentioned at all and neither was 'by foot'; this is most probably because the footbridge from the Old Town to The Deep was closed for repairs – this is also noted in the Survey's conclusion.

**FIGURE 4: MODE OF TRANSPORT TO THE DEEP**



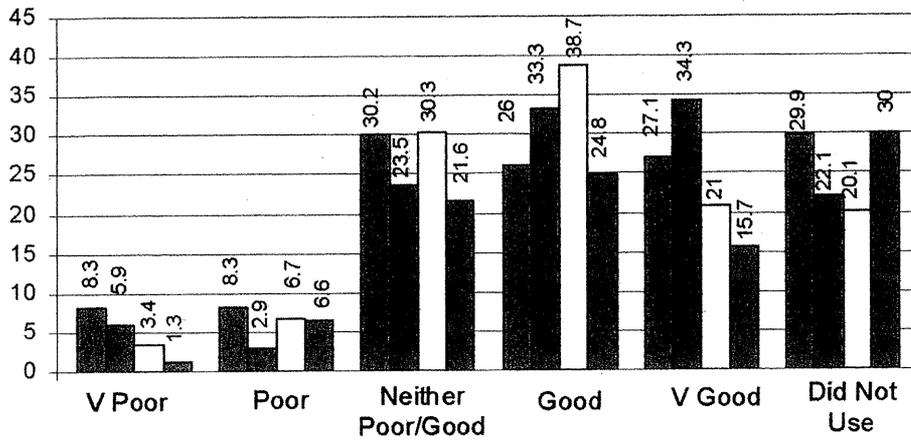
**11. Satisfaction with the Facilities**

The survey examined the respondents' satisfaction levels of both the catering facilities and the gift shop. In comparison to the previous surveys, a higher percentage of people highlighted that they did not use the catering facilities (30% against 20.1%, 22.1% and 29.9%). The percentage of those not using the gift shop has remained constant in comparison to the previous survey; 11.8% against 11% in January 2003.

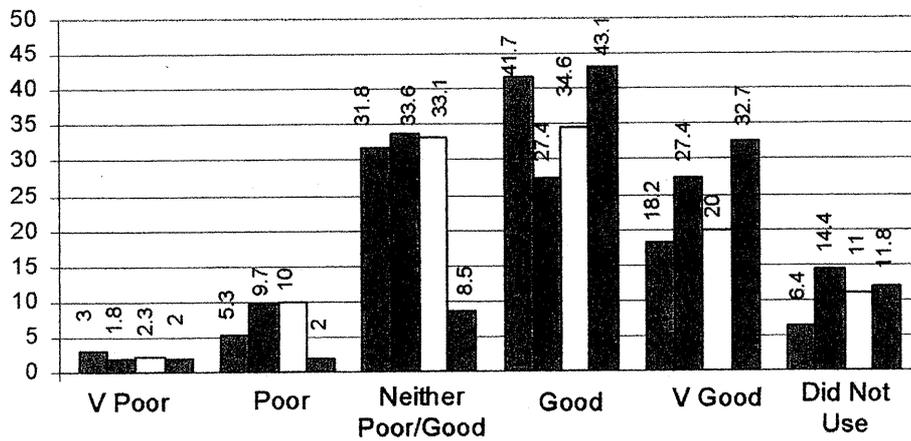
Figures 5 and 6 (overleaf) provide a graphical overview of the satisfaction ratings captured for the facilities. Please note that there appears to be no consistency in data percentage results in the previous surveys; this distorts the actual analysis 'picture'.



**FIGURE 5: SATISFACTION RATING FOR CATERING FACILITIES**



**FIGURE 6: SATISFACTION RATING FOR GIFT SHOP**



**12. Favourite Part of The Deep**

Respondents were asked what their favourite aspect of The Deep was. The comments received were grouped into categories and are listed below in ascending order of popularity:

- Main Tank
- Tunnel
- Variety of fish/sharks
- Glass lift
- Interactive elements
- Coral display
- Watching sharks being fed
- Ice wall

**13. Service Level**

Respondents were asked whether they felt that The Deep's level of service was acceptable to everyone in their group. Of those respondents, 149 said that they did feel that the level of service was acceptable; 4 felt that service levels could have been better.

Four respondents interviewed were wheelchair users; two other respondents had restricted mobility. All of these people felt that service levels were acceptable.

**14. Members of Staff**

The survey concluded with respondents being asked whether a particular member of staff stood out on their visit. Many stated that all of the staff were notable, others singled out the following staff:

- Girl in tunnel
- Man in tunnel
- Girl in glass lift
- Sue – 'Discover the murderer'
- Martin
- Car park man
- Waitress at top café
- Reception staff
- Daniel
- Octopus man
- Man in tank, talking

## 15. Conclusion

The current findings continue to reinforce The Deep's strength as a major tourist attraction, with an encouraging 96.7% of respondents relaying satisfaction with their visit. Coupled with 98.7% of respondents voicing that they would recommend The Deep to other people, there is a continued interest in the attraction.

The current survey has provided a 'snapshot' of the range of attractions and facilities that The Deep has to offer, one-year on. There are a number of key points which are listed below; part one is a statistical overview, the second part is a list of visitors' suggestions voiced during interviews.

### *Part One*

- Of respondents interviewed, 90.9% were from outside of Hull and the East Riding. 53.6% of visitors were from within the rest of the Yorkshire region (North, South & West Yorkshire).
- The media continues to be the main catalyst in influencing visitors to The Deep (40.3%), although recommendation is now the second major influencer (24.6%), which is noted in the number of respondents who say that they would recommend the attraction to others (98.7%). This shows a more stable picture in terms of factors influencing people to visit the attraction.
- There has been a significant change in the number of visitors who said that they would purchase a season ticket (5% against 64% in January 2003). The main barrier to not purchasing a season ticket was respondents' geographical location. Most of those respondents who said that they would not consider purchasing a ticket lived outside of the Hull & East Riding and made the point that they would not consider purchasing a season ticket for any attraction.
- In line with previous findings, *television* continues to be the main source of information concerning The Deep, although *word of mouth* has seen a significant increase (33.3% against 24.5% in January 2003).
- Of the June 2003 sample, 14.4% visited the web site prior to their visit.
- Service levels and The Deep's staff have been very well received by the public, many commenting on the excellent level of service.

***Part Two***

A number of people wanted to add their own individual thoughts and comments about their visit. These are listed below:

- Better rates for tour organisers
- More tour guides/people to talk to
- More group talks by the tanks; not to individual
- Food was not very hot in the café
- Café was understaffed
- Plates in the café were cold
- Menu not extensive enough
- Separate dining area for school groups – children noisy
- Less cartoon-style t-shirts; cater for adults too
- Picnic tables in car park should be closer to the river
- Footbridge repairs were a barrier for coach travellers; hanging around The Deep for an extra two-hours with nowhere else accessible was frustrating
- Shuttle service into Hull city-centre

One final comment came from a visitor from the USA: “There is a similar type of facility in Monterey, California (The Monterey Bay Aquarium); The Deep beats this hands down!”



## Visitor Numbers 2002

Week	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Adjustment	Weekly Total	Running Total
Beginning										
18-Mar-02						2800	3100		5900	5900
25-Mar-02	3100	3300	3100	3533	4495	4500	4811		26839	32739
01-Apr-02	4972	4930	4400	4884	4312	3905	3868		31271	64010
08-Apr-02	3278	3000	3200	2980	3135	4000	4000		23593	87603
15-Apr-02	2400	1826	1655	1814	1925	3997	4333		17950	105553
22-Apr-02	2005	1600	1600	1441	2080	4374	4500		17600	123153
29-Apr-02	1853	1800	1647	2000	3441	4198	4800		19739	142892
06-May-02	5484	1918	1851	1600	1750	3500	3600		19703	162595
13-May-02	1461	1233	1178	950	1140	3045	3229		12236	174831
20-May-02	2002	1344	1433	1337	1636	3705	3608		15065	189896
27-May-02	1611	1603	1837	1583	1469	2000	2703		12806	202702
03-Jun-02	4012	4345	4202	4200	4178	3387	3502		24826	227528
10-Jun-02	1909	1324	1457	1388	1844	2063	3325		13310	240838
17-Jun-02	1735	1422	1962	1942	2225	3554	3759		16599	257437
24-Jun-02	1910	2001	1834	2048	2136	3952	3608		17489	274926
01-Jul-02	2751	2759	2356	1541	2484	3600	3483		18974	293900
08-Jul-02	2500	2600	2243	2150	2000	2956	2902		17351	311251
15-Jul-02	2395	2388	3457	2442	2500	2500	4200		19882	331133
Jul-02	3535	4200	3591	3500	3006	3158	3154		24144	355277
29-Jul-02	2956	4373	5033	5144	4459	4086	4762		30813	386090
05-Aug-02	4533	4643	4655	5123	4976	4829	4460		33219	419309
12-Aug-02	4534	4775	4633	4466	3864	2802	4499		29573	448882
19-Aug-02	4385	5047	4500	4872	4646	3503	4590		31543	480425
26-Aug-02	5114	4500	4629	4500	4478	3527	3150		29898	510323
02-Sep-02	3053	2533	2033	1644	1600	2726	2646		16235	526558
09-Sep-02	1888	1649	1524	1495	1089	2548	2750	20499	33442	560000
16-Sep-02	1456	1405	1480	1344	1500	2636	3130		12951	572951
23-Sep-02	1078	1178	1182	1217	1196	2866	2946		11663	584614
30-Sep-02	885	882	850	850	972	2916	2876		10231	594845
07-Oct-02	915	1082	1285	1062	1135	2950	3269		11698	606543
14-Oct-02	1212	1093	1398	1050	1367	2930	2883		11933	618476
21-Oct-02	2975	3391	3383	3383	3624	3411	3214		23381	641857
28-Oct-02	3000	3554	3304	3325	3363	3356	2467	2644	25013	666870
04-Nov-02	1145	651	907	807	722	2083	2831		9146	676016
11-Nov-02	644	661	575	581	596	2291	2238		7586	683602
18-Nov-02	779	374	812	806	636	2146	1946		7499	691101
Nov-02	701	506	457	486	578	1945	1785		6458	697559
Dec-02	495	306	357	470	417	1498	1047		4590	702149
09-Dec-02	385	309	323	367	314	974	997		3669	705818
16-Dec-02	460	397	405	436	335	682	997		3712	709530
23-Dec-02	965	0	0	1645	2197	2728	3407		10942	720472
30-Dec-02	3407	2192	1788	2778	2843	1608	1576		16192	736664
06-Jan-03	1019	452	335	348	434	1604	2084		6276	742940
13-Jan-03	438	422	424	403	416	2485	2907		7495	750435
20-Jan-03	649	545	535	495	622	2400	3005		8251	758686
27-Jan-03	465	573	425	409	442	1831	2805		6950	765636
03-Feb-03	495	398	515	518	630	2650	3055		8261	773897
10-Feb-03	670	608	756	670	1091	2500	3406		9701	783598
17-Feb-03	3275	3052	3718	3295	3563	3380	3386		23669	807267
24-Feb-03	2645	2675	2776	3060	3064	3200	3118		20538	827805
03-Mar-03	713	841	679	649	674	3008	3051		9615	837420
10-Mar-03	767	713	913	647	772	2803	2731		9346	846766
17-Mar-03	867	708	937	657	771	2326	2625		8891	855657

School  
Holiday

6 and 7 March are tickets issued. System went down, exact numbers to be confirmed by Dave Morrell  
17 March V. Numbers not available. Problem with Entrance Turnstyle.

## **FORMAL EDUCATION AT THE DEEP**

### Where do the education groups comes from?

65% primary (KS1 & KS2)

23% secondary (KS3 & KS4)

12% post 16 and hard-to-reach adult learners

Schools come from a 1.5 hour radius of Hull plus Year 6 primary pupils from around the country who are staying at residential centres in Whitby/Scarborough.

### Taught classroom sessions, by subject, taught in a year

Science	375 (50%)
English	157 (20%)
Vocational subjects	89 (12%)
Art & Design	79 (11%)
Design & Technology	33 (4%)
Geography	25 (3%)
Total	758 ( 100%)

### What do we charge?

Normal entry for children is £6.50 and £7.00 for students. For groups coming on an educational visit, regardless of their age, the price is a flat £5 a head with accompanying adults/teachers free. The price also includes a reserved packed lunch space and a 40 minute taught session in our Learning Centre. Coaches can drop off outside the Learning Centre entrance and park on site free.

### Revenue

2002/3	£64,967
2003/4	£55,791
2004/5	£65,057
2005/6	£85,610
2006/7	£95,234
2007/8	£100,000 estimated

### Extra activities

#### **Sleepover**

Schools are now booking in KS2 (upper primary) Sleepovers. Although these events are primarily for fun the schools take part in education workshops which are delivered by our teaching staff.

#### **Refugees and hard-to-reach family learners**

We are working with these 2 groups to ensure that they come to The Deep and take advantage of funded places which includes basic numeracy and literacy workshops using our marine world as a topic to engage learners.

#### **Funded places**

Heritage Lottery 5,000 school children engaging in coral workshops linked to the lophelia project. Scheme due to run for 5 years but 4,000 places were taken in the first 9 months. Aimed specifically at the Excellence in Cities schools and other financially deprived wards.

---

National Science Week: Funding for 14 schools to come to The Deep which doubled our usual take up. Clearly take-up is based on available funding.

Humber Environment Fair: 1,200 KS2 and KS3 pupils took up places over one week in June 07 funded by the Environment Agency

Video Conferencing: Funded by the MLA and Hull City Council. A first for schools, linked via the schools JANET system (a form of schools intranet)

Work placements: We offer work placements for students under 18, who rotate round the departments. Connexions will not allow students into the aquarists areas until they are 18 or over and have left school

Hull University

Hold an Introduction to Marine Biology course here each Tuesday afternoon which started in September 2007.

NB! Our formal education programme is delivered by teachers with all vocational sessions taught by industry experts. This is different to almost all other attractions who use volunteers and guides and employ no specialists. We believe that we offer higher standards in our formal education delivery but it does carry a substantial cost.

## **Public Benefits**

Education is at the heart of everything The Deep does – from educating the public in an informal way, to ensuring that exhibition design and delivery is accessible for all, through to formal education provision that takes place in our bespoke Learning Centre.

Over 22,000 formal learners enjoyed The Deep in the academic year 2006/7 including a taught classroom session. All workshops for key stages 1,2 and 3 are taught by our qualified and experienced primary school teachers. Key stage 4 students and those studying vocational subjects receive presentations by The Deep's management who specialise in subjects as varied as Marketing, ICT, Travel & Tourism, Animal management and Investigating science at work. Groups coming to take part in such sessions enjoy heavily subsidised entry with reserved areas for packed lunches and secure storage for bags and coats.

It is important that nothing is a barrier to learning and this is why we encourage engagement with hard-to-reach family learners, adult learners, looked-after children and their carers, at-risk children, refugees and asylum seekers and those facing financial hardship.

A series of special events and initiatives take place throughout the year all of which ensure total inclusion for all learning groups.

### **1. Humber Environment fair June 2007**

A week long exhibition put on at The Deep and the Environment Agency demonstrating the benefit of reducing our carbon footprint, reducing energy consumption, increasing garden composting and recycling and protecting our marine environment. This free event was enjoyed by the visiting public and school groups who came to The Deep but in addition we provided

1100 free places to KS2 and KS3 East Yorkshire school pupils.

75 places given to Congo refugees who had just taken up residence in Hull

75 places given to looked-after children and their foster families.

### **2. Science on our native shores 2005-9**

The Deep worked with BP on their off-shore oil rig to collect species of hard coral called Lophelia. This resulted in live Lophelia being on public show at The Deep which paying people could view. In order to ensure that money was not a barrier to education we provided

5,800 free education places to schools who were part of the 'excellence in cities' scheme

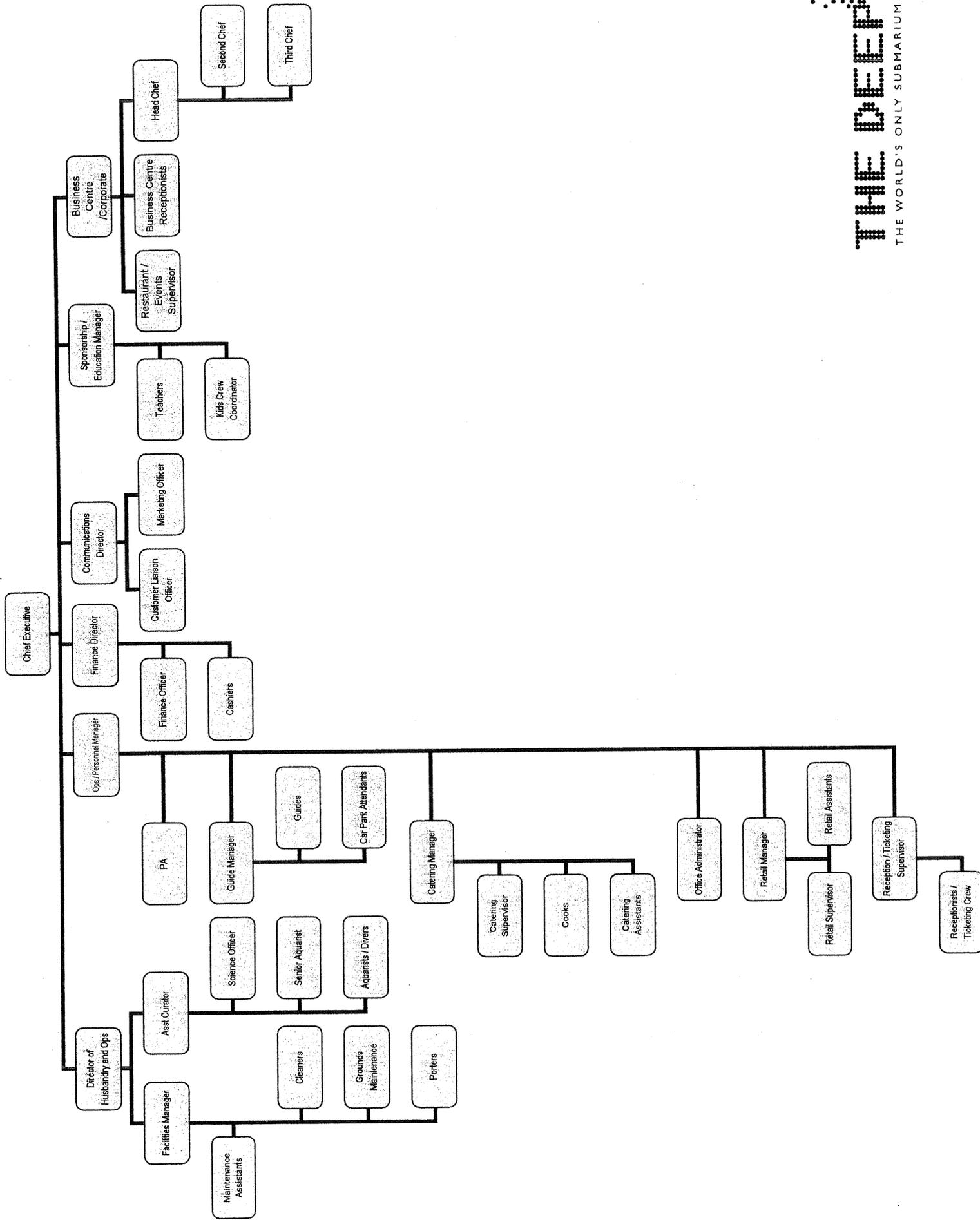
### **3. BBC Coast Series and Open University August 2007**

The series held a number of regional events including visiting The Deep. An information session and question & answer facility was popular with the paying public who came to The Deep. It was important to include all interested parties regardless of class, race and financial status and to this end we gave :

400 places to hard-to-reach family learners

### **4. National Science Week March 2006**

This annual event is popular in schools and science-based centres. There are over 3,000 events throughout the country, for the benefit of the public and schools. The Deep ran a series





Mystery shop-The Deep

The Deep  
Hull  
HU1 4DP

Date: 21/02/08

Bench Mark 

Criteria	1 - very poor	2 - poor	3 - ave- rage	4 - good	5 - very good	Comments
<b>Price and value for money</b>						
Adult entrance fee (£10)				✓		£8.95
Gifts (soft toy £5)		✓				£9.99
Food and drink (sandwich- £2)			✓			£1.99
Dwell-time (average time spent there- 3 hours)		✓				2 hours is plenty of time.
Prices for different types of people (good discounts)				✓		
<b>Consistency/accuracy</b>						
All staff smiling			✓			only some smiling
All staff keeping good eye contact whilst talking to you				✓		
Are all staff members wearing their uniform?					✓	all staff
Are all staff members wearing a name badge?		✓				many not wearing badges
All prices are marked correctly on products.				✓		most correct
<b>Reliability</b>						



Good information about animals (clearly shown near animals)					✓	
Good information about food (in menus and boards)		✓				
Places marked out clearly (sufficient signposts)				✓		good signage
Staff helpful with queries (able to answer questions)				✓		
Maps given out (given to you on entry)	✓					
<b>Staffing levels</b>						
How long you have to wait in restaurant (3 minutes to pay)		✓				had to wait
How long you have to wait in the shops (2 minutes to pay)				✓		straight away
Sufficient amount of staff through out the attraction	✓					
Traffic management (enough traffic wardens etc)	✓					none
Enough specialist staff available (enough staff in specialist areas available)	✓					
<b>Enjoyment of the experience</b>						
Families with smaller children (family areas)				✓		play area interactive
Young adults (16-19)			✓			
Non English speakers (facilities in different languages)				✓		audio guides
The grey market (activities that they will enjoy)			✓			
Disabled				✓		hearing loop

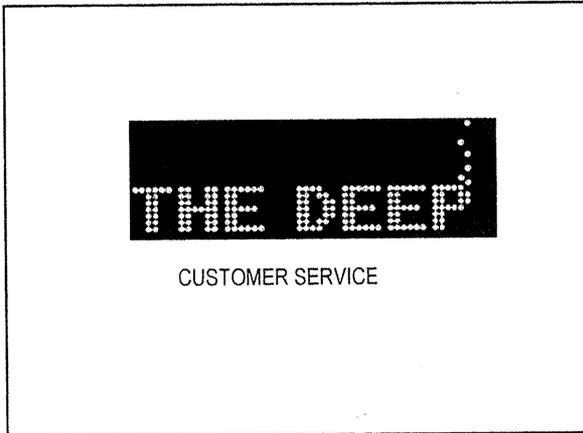


(wheelchair users/deaf and blind)						
<b>Health and safety</b>						
Fire exits clearly marked				✓		
Fire alarms working correctly						N/A
Spillages are dealt with immediately (liquid spills etc/ wet floor signs)				✓		
First aiders (available at all times)				✓		
Anything dangerous been left around (anything left on floor that can harm)					✓	
<b>Cleanliness and hygiene</b>						
Rubbish picked up (picked up immediately)			✓			
Cleaners (available at all times)		✓				none
Toilets cleaned regularly (every hour)		✓				
Bins emptied regularly (when are full)		✓				
Restaurant cleaned properly			✓			
<b>Accessibility and availability of the tangible products and services</b>						
Are all shelves stocked in shops				✓		
Is all the food on the menu available (all food advertised actually able to purchase)				✓		All but 1 special
Are all the talks which should be taking place, actually taking place					✓	



Are shops and cafes easy to find (signposting)				✓		
Are they accessible to everyone (disabled friendly)					✓	
<b>Provision for individual needs</b>						
Wheelchair access					✓	
Blind and deaf and partially impaired facilities (brail, hearing loops)			✓			
Baby changing facilities					✓	In both
Lifts available					✓	
Different parking facilities (for coaches and disabled)				✓		more disabled.





**Principles of customer service**

- It increases sales through repeat custom and good reputation
- Produces a better public images – by customers & media
- It produces a happier and more productive staff which leads to staff retention and easier recruitment
- Creates happier customers whilst on site

**THE POLICY**

TO BUILD A GREATER UNDERSTANDING AND ENJOYMENT OF THE WORLD'S OCEANS

- To educate
- To entertain
- To regenerate
- To inspire

World class ambition, challenging, inclusive, enriching, inspirational, integrity, smile

**THE PROCEDURE**

The Deep predominately sells a service rather than a product so the service must be excellent

- **Recruiting the right staff – how?**
- **The public remembers people more than things.**
- **Top service to other crew members as well as the public – team working**

**The importance of customer service**

- Dissatisfied customers will go away.
- Dissatisfied customers won't always tell you they are unhappy
- Customer satisfaction creates repeat custom
- Excellent customer care creates a good reputation
- It costs less to satisfy an existing customer than it does to win a new one

**Internal customers are bosses, team members, other teams and staff reporting to you.**

**External customers are those from outside The Deep's employ who are usually paying to come in**

1. Families with children aged 4-14
2. School groups
3. 'Aging Greys'– those aged 55+ & retired
4. Groups

### Customers are different

- **Different age groups**
- **Different dietary requirements**
- **Different cultures and language**
- **Mobility issues**
- **Individual visitors, families, schools & groups**

### How do our customers assess us?

- Price/value for money
- Availability of staff to assist with the visit
- Enjoyment – is it a fun place to be?
- Educational content
- Health and safety
- Cleanliness & maintenance
- Availability of tangible products eg. shop & cafe

### Legislation and Customer Care

- **Trade Descriptions Act 1968**
- **Health & Safety at work Act 1974**
- **Safety Signs Regulations 1980**
- **Data Protection Act 1998**
- **Consumer Protection Act 1987**
- **Sale & Supply of Goods Act 1994**

### MEASURING CUSTOMER SERVICE

- Comment cards
- Mystery shopper
- Exit surveys
- Repeat visits
- Visitor numbers

### Giving a little bit more Customer Care to school groups

- Reduced entry price
- Free coach parking
- Use of secure bag storage
- Relevant classroom session
- Reserved packed lunch space

### THE CHALLENGES

- Seasonal staff
- Complaint handling
- Recruitment & Training
- High visitor numbers at weekends and school holidays

### Examples

- "I want a cheese sandwich not cheese and tomato, can you help?"
- .....pick out the tomato then
  
- "Can I have 2 adult & 2 children's tickets please?"
- ....how about I give you a family ticket, that's much better value. I see you've driven a long way, if you need the toilets or refreshments you'll find them on the 3<sup>rd</sup> floor just before the exhibition starts

### THE WAY FORWARD

- Compromise – we can't ban children but can hold evening events
- Accommodate everyone possible – headsets, guide books, disabled access, translations etc
- Learn from mistakes
- Educate the public through accurate pre-visit information so they arrive with realistic expectations

### IMPROVING CUSTOMER SERVICE

- Disability awareness training
- Empowering staff
- Looking at other service providers
- Crew consultation meetings

### The Reality

Who said that work should be fun.....

When there is a queue outside and its raining?

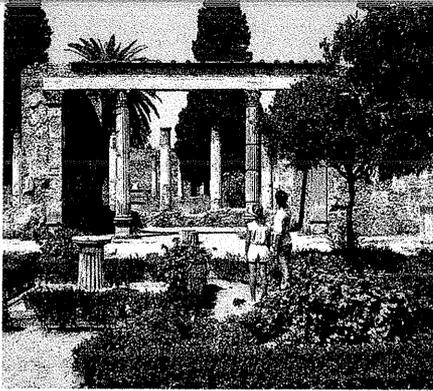
When the toilets are blocked and the plumber is off sick?



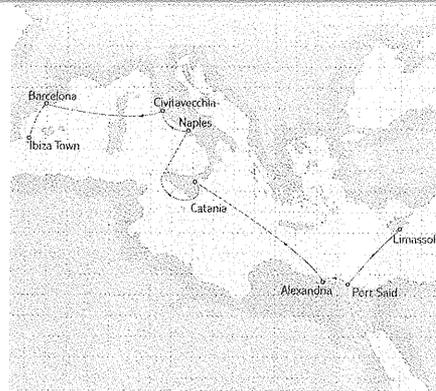
## **Appendix for AO2**

Ancient Voyage – Thomson Cruise brochure page	A
Ancient Voyage – Thomson Spirit boat details	B
Ancient Voyage – flight page from the brochure	C
Ancient Voyage – notes	D
Mediterranean Mosiac – Fred Olsen Cruise brochure page	E
Mediterranean Mosiac – parking at the cruise terminal	F
Mediterranean Mosiac – notes	G
Travel Advisor – Witness statement	H
Annotated photograph 1 – welcoming the customer	I
Annotated photograph 2 – selling the holiday	J
Cope of Name Badge	K
Extra bits form	L
Travel Planner	M
Dealing with a complaint – notes	N
Dealing with a complaint – Witness statement	O
Annotated photograph 3 – explaining procedures to the customer	P
Annotated photograph 4 – using the phone	Q
CSR form	R
Answer to a letter of complaint	S





Pompeii, Italy



## Ancient Voyage

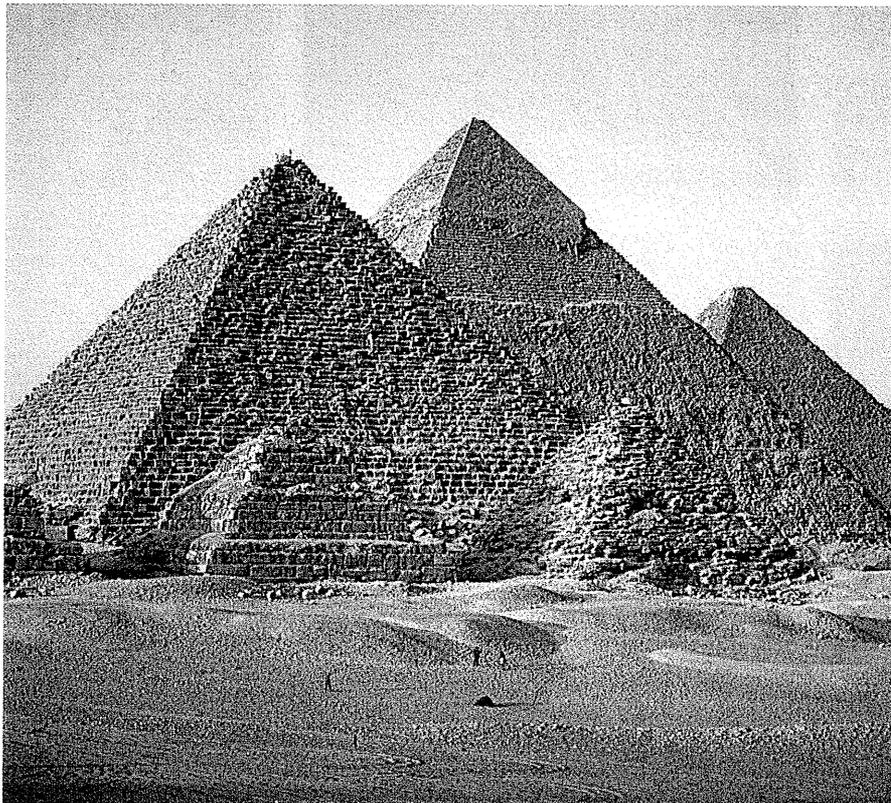
From the Pyramids to the Pantheon...

Mummies, mosques and mountains come in quick succession on this cruise. You'll set sail for Port Said on the coast of North Africa. It's your gateway to Egypt's chaotic capital, where everything from mighty Pyramids to mummified pharaohs is on the menu. Staying on Egyptian soil, you'll cruise into Alexandria - the setting of Mark Anthony and Cleopatra's love story. Take your pick from sights like Roman amphitheatres and domed-topped mosques. From here, you'll head to Sicily where the city of Catania lies in wait. This place puts the slopes of Mount Etna within easy reach. From here you'll head to Naples where Italy's other fire mountain, Vesuvius, stands watch. Then it's time to sail to Rome, a city that needs no fanfare introduction. Last but not least comes Barcelona, the city that gives the Spanish capital a run for its money.

### Your Itinerary...

- Day 1 Wednesday, Limassol - CYPRUS *Costle*
- Day 2 Thursday, Ship at sea
- Day 3 Friday, Port Said (for Cairo) - EGYPT  $\Delta$   
06:00 - 21:00
- Day 4 Saturday, Alexandria - EGYPT 08:00 - 13:00 *MUS*
- Day 5 Sunday, Ship at Sea
- Day 6 Monday, Catania - SICILY 12:00 - 17:00 *Campith*
- Day 7 Tuesday, Naples - ITALY 08:00 - 18:00 *VE.SUV*
- Day 8 Wednesday, Civitavecchia (for Rome) - ITALY  
08:00 - 18:00 *ceios, vatic*
- Day 9 Thursday, Ship at Sea
- Day 10 Friday, Barcelona - SPAIN 08:00 - 18:00
- Day 11 Saturday, Ibiza Town - IBIZA

Due to the distance from the port to the main site of interest, organised tours are strongly recommended. Approximate journey time from Port Said to Cairo: 2 hours.



Cairo, Egypt

### Choose your cabin

Book a higher grade of cabin and save up to 50% off the normal price. See 'Cabin supplements' on page 233 for details.

### Reserve your Cabin Number

See pages 206-207 for details.

Grade	Normal Price	50% Saving
Deck 3/4 Inside	£100	£50
Deck 1/2 Outside	£140	£70
Deck 3/4 Outside	£220	£110
Deck 6/7 Deluxe	£420	£210
Deck 8/9 Deluxe	£460	£230
Suite	£920	£460
Presidential Suite	£1700	£850
Single Inside*	£700	£350

Prices are per person per holiday

**Free**  
**All Inclusive**  
**Upgrade**  
+  
**Great Savings Available**

Restrictions apply. See page 35 for details.

**Finishing Touches** In-flight meals £15 per adult return, £10 child return. Prices include Coach Transfers.

Ship: Thomson Spirit Season: Winter 2009/10 Cabin Type: Deck 1/2 Inside Cruise Board: FB Child prices: See page 229

Departures on	21 Apr
10 nights Code SCA Cruise Number 109	999

\* For single cabins book code SCZ.

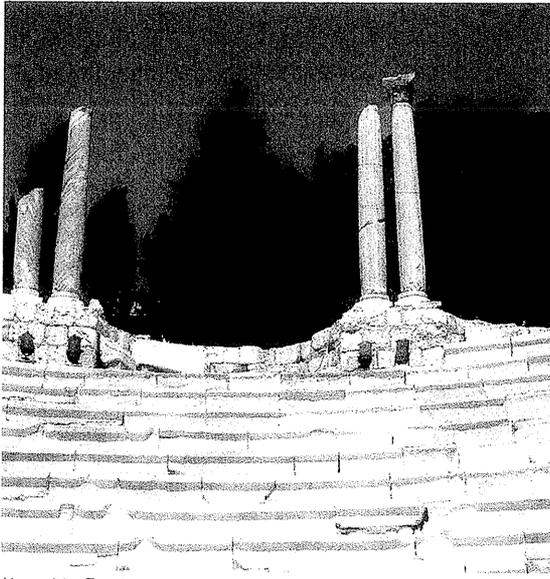
Reductions per week for 3rd and 4th adult only sharing £350  
Reduction for Cruise Only (no flights & transfers) available.

All prices can go up or down, please check at the time of booking for the most up-to-date price. See pages 228-235 for additional charges and important holiday information.

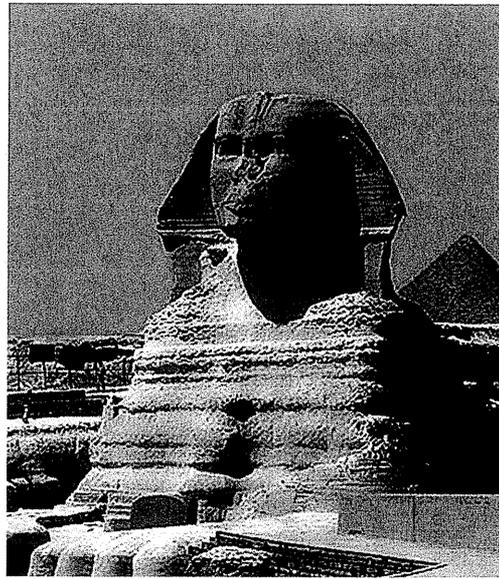
03 Mar 2010 - 14 Apr 2010

7 or 14 nights

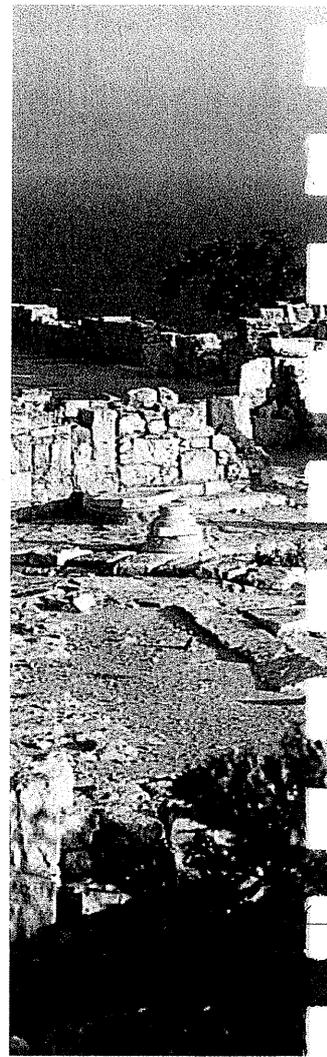
Stay in Cyprus, see pages 152-155



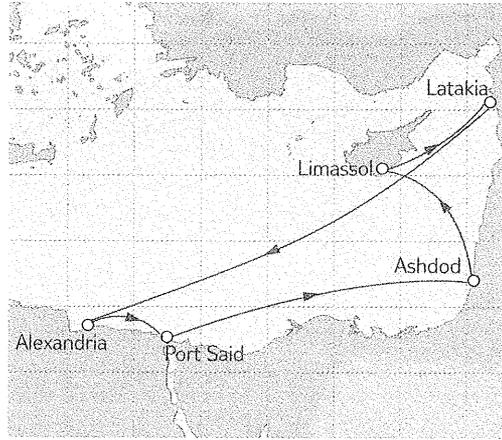
Alexandria, Egypt



The Sphinx, Cairo



Western Wall, Jerusalem



## Pharaohs and the Promised Land

*Bringing the past into the present...*

If you're a fan of history you'll love this cruise. It starts off with Latakia, your gateway to Damascus. All souks, mosques and shrines, it's one of the world's oldest cities. Get yourself a map and dive right in – it's like leafing through the pages of a history book. After that it's on to Alexandria, the city of legends. It was founded by the king that conquered the world before he was 30 – Alexander the Great. It was the setting for Julius Caesar and Cleopatra's love story. And it was one of the Seven Wonders of the World - the Lighthouse of Pharos. The city's vibe is more Mediterranean than Middle Eastern. Explore the old town that crams in plenty of snap-worthy sights or just plump for some time on the beach – the sands here have got relaxation written all over them. Staying with Egypt, Port Said's up next, your key to Egypt's great carnival of a capital - Cairo. Bustling streets and sprawling souks do battle for your attention here. Pay a visit to world famous sights like the Sphinx and the Pyramids – you can even venture inside one

of those Toblerone-shaped Wonders of World. Or wander streets that echo with the sounds of haggling traders, tooting horns and the haunting melody of snake-charmers' flutes. If anywhere's going to launch an all-out assault on your senses, it's this place. Leaving Cairo behind, you'll head for Ashdod to see places you've only ever read about in books. You may not be familiar with Ashdod itself, but how about places like Jerusalem? Bethlehem? Nazareth? They're all here, waiting to be discovered. Explore Jerusalem where sights like the Wailing Wall and Dome of the Rock await. Discover Bethlehem and see the site where Jesus is said to have been born. And visit Nazareth, for more sacred sites than you'll have room for in your camera. Leaving the Holy Land behind, you'll sail back to where you started - the seductive shores of Cyprus.

### *Your Itinerary...*

- Day 1 **Wednesday, Limassol - CYPRUS**
- Day 2 **Thursday, Latakia - SYRIA 09:00 - 18:00**
- Day 3 **Friday, Ship at Sea**
- Day 4 **Saturday, Alexandria - EGYPT 06:00 - 18:00**
- Day 5 **Sunday, Port Said (for Cairo) - EGYPT  
06:00 - 19:00**
- Day 6 **Monday, Ashdod - ISRAEL 06:00 (Arrival)**
- Day 7 **Tuesday, Ashdod - ISRAEL 18:00 (Departure)**
- Day 8 **Wednesday, Limassol - CYPRUS**

*Due to the distance from the port to the main site of interest, organised tours are strongly recommended. Approximate journey time from Port Said to Cairo: 2 hours.*



## At a Glance

- Pools: 2
- Restaurants: 3
- Bars: 5
- Lounges: 2
- Decks: 9
- Lifts: 7
- Cabins: 627
- Passengers: 1254
- Crew: 520
- Speed: 18 knots

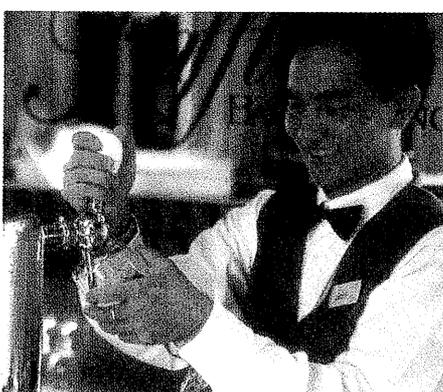
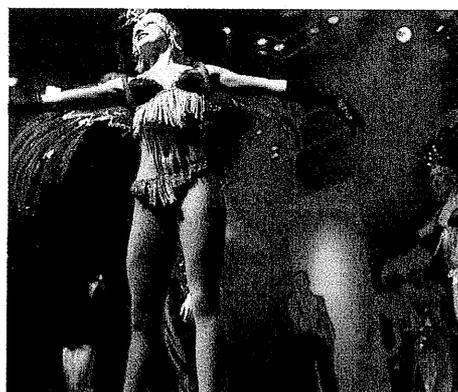
*Please note: Smoking is only permitted in strictly designated areas on the open deck. Smoking is not permitted anywhere inside the ship.*

## Dining - waiter service

- *The Compass Rose Restaurant:* Serving breakfast, lunch and a six course dinner. All meals served as open seating so you can dine where and when you please.
- *Sirocco's:* Intimate à la carte restaurant offering the ultimate dining experience. A cover charge applies and onboard reservations are required.
- *Gala night:* Weekly Captain's Cocktail Party and Gala Dinner. Set dining times apply - early or late sittings are allocated on arrival.

## Dining - flexible options

- *Lido Restaurant:* Self-service buffet with an al fresco dining area, open 24 hours a day. International theme nights are held twice a week.
- *Terrace Grill:* Lunchtime BBQs, pizzas and salads served out on the open deck.
- *Buffet Magnifique:* Weekly event featuring delightful dishes and an impressive range of ice and fruit carvings.
- *Room service:* Available 24 hours a day - extra charge applies.



## Entertainment

- *Broadway Show Lounge:* Professionally produced West End-style shows and top comedy from UK guest acts.
- *High Spirits:* Alternative venue hosting game shows and live music, plus a late-night disco.
- *Raffles Casino:* Popular gaming tables and machines.
- *Cinema:* Daily feature presentations of box office hits.

*Please note: Smoking is only permitted in strictly designated areas on the open deck. Smoking is not permitted anywhere inside the ship.*

## Bars & Lounges

- *Horizons:* A stylish, sophisticated bar with spotlight cabarets and live classical music.
- *Raffles Bar:* Central piano bar, the perfect place for pre-dinner drinks.
- *Lido Bar:* An outdoor bar, right next to the pool and restaurant.
- *Explorers' Lounge:* A tranquil lounge adorned with nautical memorabilia and playing relaxing live music.

## Other Activities

- *Oceans Health Club:* The ideal place to unwind, with a fully-equipped spa, beauty salon and gym.
- *Card and Reading Room:* A quiet, spacious room, perfect for getting away from it all.
- *Sports Deck:* An entire deck dedicated to basketball, football and table tennis.
- *Other:* Kidzone, gift shops, library and internet lounge.

# Explore Thomson Spirit



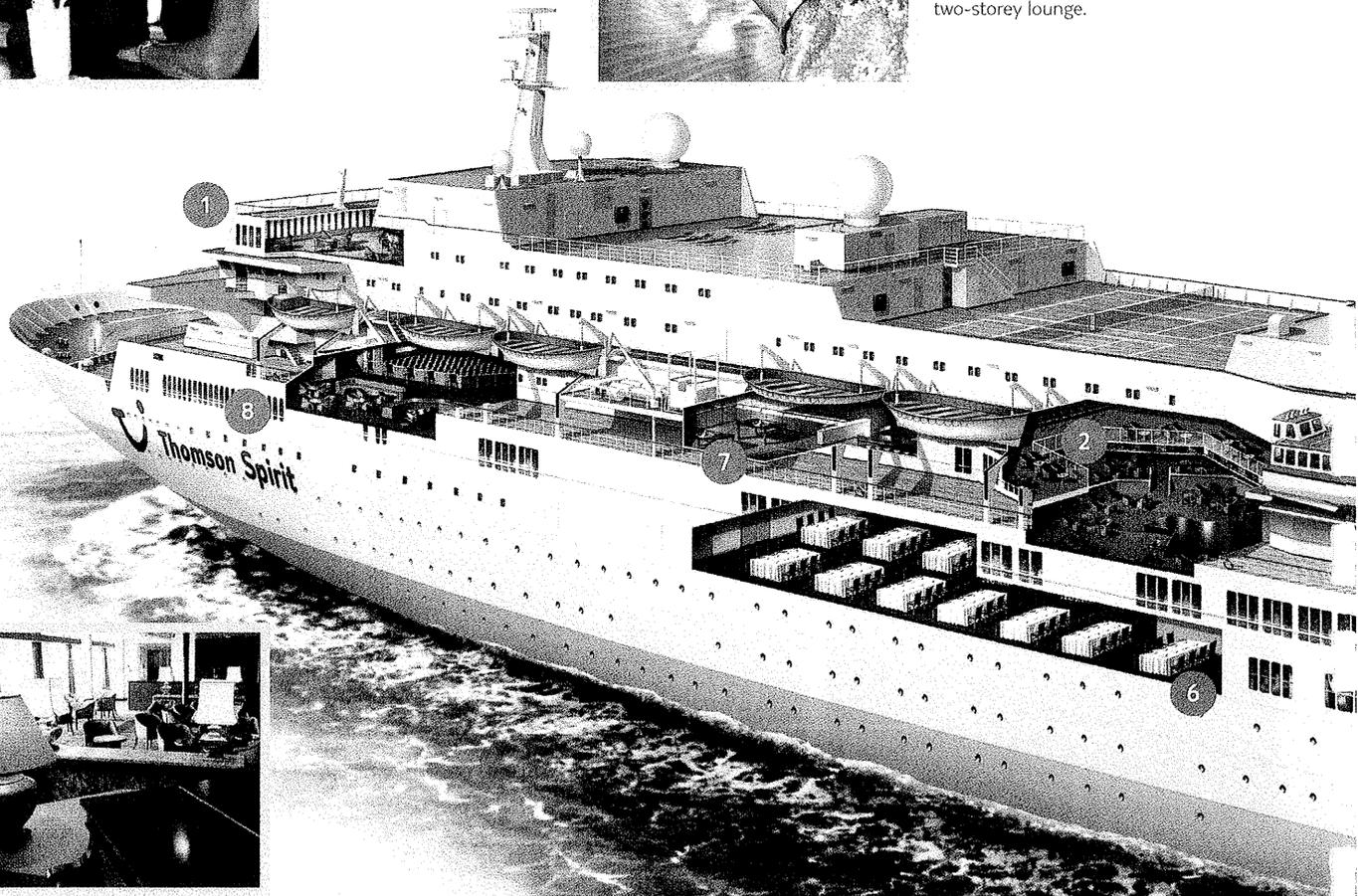
## 1. Horizons

Relax, unwind and watch the sun go down in this comfortable bar.



## 2. Broadway Show Lounge

From professionally produced West End-style shows to great music and top comedy, you'll be able to watch in comfort in this two-storey lounge.



## 8. Explorers' Lounge

Relax and unwind in this quiet and tranquil lounge, before hitting the shops on Broad Street.



## 7. Raffles Bar & Casino

Fancy a flutter? Try your luck in the fully equipped casino.



## 6. The Compass Rose Restaurant

Enjoy your six course dinner in this stylish restaurant and don't miss the weekly Buffet Magnifique.

### Sirocco's

For the ultimate dining experience or a special occasion, dine in the intimate à la carte restaurant

# Flights

UK Airport	Flight Code	Airline Aircraft	No of Nts	Day/Time of Dept.	Day/Time of Return	Departures	Supplement per person	'Extra' Seats
------------	-------------	------------------	-----------	-------------------	--------------------	------------	-----------------------	---------------

UK Airport	Flight Code	Airline Aircraft	No of Nts	Day/Time of Dept.	Day/Time of Return	Departures	Supplement per person	'Extra' Seats
------------	-------------	------------------	-----------	-------------------	--------------------	------------	-----------------------	---------------

## Flights for Thomson Celebration continued...

### Portraits of the Past, 8 nights, Sharm El Sheikh - Corfu

UK Airport	Flight Code	Airline Aircraft	No of Nts	Day/Time of Dept.	Day/Time of Return	Departures	Supplement per person	'Extra' Seats
GATWICK	35004	TOM 8	8	THU 09:00	FRI 14:00	29 APR	£30	
LUTON	35010	TOM 8	8	THU 09:00	FRI 23:20	29 APR	£0	
BRISTOL	35022	TOM 8	8	THU 09:30	FRI 14:15	29 APR	£30	
CARDIFF	35018	TOM 8	8	THU 09:55	FRI 15:00	29 APR	£40	
BIRMINGHAM	35028	TOM 8	8	THU 09:05	FRI 22:55	29 APR	£30	
EAST MIDLANDS	35035	TOM 8	8	THU 10:00	FRI 21:40	29 APR	£30	
MANCHESTER	35043	TOM 8	8	THU 09:30	FRI 23:25	29 APR	£60	
DONCASTER SHEFFIELD	35047	TOM 8	8	THU 09:55	FRI 15:00	29 APR	£50	
NEWCASTLE	35050	TOM 8	8	THU 09:00	FRI 16:35	29 APR	£60	
GLASGOW	35055	TOM 8	8	THU 09:20	FRI 16:00	29 APR	£60	

### Sailings from Harwich

Code	Departure Dates	Day	Itinerary	Duration
13479/13480	24 JUL	FRI	NORTH CAPE EXPLORER	14
13479/13480	7 AUG	FRI	FJORDLAND WONDERS	7
13479/13480	14 AUG	FRI	BALTIC CAPITALS	14
13479/13480	28 AUG	FRI	FJORDLAND WONDERS	7
13479/13480	4 SEP	FRI	CITIES OF THE BALTIC	14

### Sailings from Southampton

Code	Departure Dates	Day	Itinerary	Duration
13470/13471	19 SEP	SAT	IDYLLIC IBERIA	12

## Flights for Thomson Spirit

### Winter 2008/2009

#### Red Sea Magic, from Sharm El Sheikh

UK Airport	Flight Code	Airline Aircraft	No of Nts	Day/Time of Dept.	Day/Time of Return	Departures	Supplement per person	'Extra' Seats
GATWICK 5½ hrs	47418	TOM 7/14	THU 09:00	THU 21:00	26 FEB-16 APR	£30	£50	
	47420	TOM/FCA 7/14	THU 11:10	THU 23:15	5 MAR-16 APR	£30	-	
LUTON 5½ hrs	47423	TOM 7/14	THU 09:00	THU 21:05	26 FEB-16 APR	£0	£50	
BRISTOL 5½ hrs	47437	FCA 7/14	THU 09:30	THU 21:50	26 FEB-16 APR	£30	-	
CARDIFF 5 hrs	47434	TOM 7/14	THU 09:55	THU 22:25	26 FEB-16 APR	£40	£50	
BIRMINGHAM 5½ hrs	47441	TOM 7/14	THU 09:25	THU 22:20	26 FEB-16 APR	£30	£50	
EAST MIDLANDS 5½ hrs	47444	TOM 7/14	THU 10:20	THU 22:35	26 FEB-16 APR	£30	£50	
MANCHESTER 5½ hrs	47450	TOM 7/14	THU 10:25	THU 23:05	26 FEB-16 APR	£60	£50	
	47446	TOM 7/14	THU 11:05	THU 23:45	5 MAR-16 APR	£60	-	
NEWCASTLE 5½ hrs	47454	TOM 7/14	THU 09:00	THU 21:40	26 FEB-16 APR	£60	£50	
GLASGOW 5½ hrs	47457	TOM 7/14	THU 09:20	THU 22:10	26 FEB-16 APR	£40	£50	

#### Pyramids & Piazzas, 9 nights, Sharm El Sheikh - Ibiza

UK Airport	Flight Code	Airline Aircraft	No of Nts	Day/Time of Dept.	Day/Time of Return	Departures	Supplement per person	'Extra' Seats
GATWICK	47418	TOM 9	THU 09:00	SAT 14:45	23 APR	£20		
LUTON	47423	TOM 9	THU 09:00	SAT 21:00	23 APR	£0		
BRISTOL	47437	FCA 9	THU 09:30	SUN 03:40	23 APR	£20		
CARDIFF	47434	TOM 9	THU 09:55	SAT 12:05	23 APR	£20		
BIRMINGHAM	47441	TOM 9	THU 09:45	SAT 14:05	23 APR	£20		
EAST MIDLANDS	47444	TOM 9	THU 10:20	SAT 13:40	23 APR	£80		
MANCHESTER	47450	TOM 9	THU 10:25	SAT 20:50	23 APR	£30		
NEWCASTLE	47454	TOM 9	THU 09:00	SAT 22:40	23 APR	£40		
GLASGOW	47457	TOM 9	THU 09:20	SAT 14:25	23 APR	£40		

### Summer 2009

#### Iberian Delights, 14 nights, Ibiza - Newcastle

UK Airport	Flight Code	Airline Aircraft	No of Nts	Day/Time of Dept.	Day/Time of Return	Departures	Supplement per person	'Extra' Seats
GATWICK	16177	TOM 14	SAT 08:55	SAT -	2 MAY	£0		
LUTON	16184	TOM 14	SAT 07:15	SAT -	2 MAY	£0		
CARDIFF	16206	TOM 14	SAT 06:20	SAT -	2 MAY	£10		
BIRMINGHAM	16217	TOM 14	SAT 08:00	SAT -	2 MAY	£20		
EAST MIDLANDS	16223	TOM 14	SAT 07:35	SAT -	2 MAY	£30		
MANCHESTER	16232	TOM 14	SAT 14:40	SAT -	2 MAY	£90		
NEWCASTLE	16248	TOM 14	SAT 16:10	SAT -	2 MAY	£90		
GLASGOW	16253	TOM 14	SAT 07:35	SAT -	2 MAY	£40		

#### Sailings from Newcastle

Code	Departure Dates	Day	Itinerary	Duration
13475/13476	16 MAY	SAT	MYTHS OF THE FJORDS	7
13475/13476	23 MAY	SAT	BALTIC HIGHLIGHTS	14
13475/13476	6 JUN	SAT	MYTHS OF THE FJORDS	7
13475/13476	13 JUN	SAT	NORTH CAPE ADVENTURE	14
13475/13476	27 JUN	SAT	FIRE & ICE	13
13477/13478	10 JUL	FRI	TREASURES OF THE BALTIC	13

### Spirit of Iberia, 8 nights, Southampton - Majorca

UK Airport	Flight Code	Airline Aircraft	No of Nts	Day/Time of Dept.	Day/Time of Return	Departures	Supplement per person	'Extra' Seats
BIRMINGHAM	13488	TOM 8	-	-	FRI 13:10	1 OCT	£70	
BRISTOL	13489	TOM 8	-	-	FRI 13:30	1 OCT	£70	
DONCASTER SHEFFIELD	13491	TOM 8	-	-	FRI 12:25	1 OCT	£50	
EAST MIDLANDS	13492	TOM 8	-	-	FRI 12:40	1 OCT	£70	
GATWICK	13493	TOM 8	-	-	FRI 12:05	1 OCT	£30	
LUTON	13494	TOM 8	-	-	FRI 11:45	1 OCT	£0	
MANCHESTER	13472	TOM 8	-	-	SAT 00:30	1 OCT	£90	
	13473	TOM 8	-	-	FRI 12:20	1 OCT	£90	
NEWCASTLE	13474	TOM 8	-	-	SAT 00:20	1 OCT	£70	

### Cruises from Majorca, Friday

UK Airport	Flight Code	Airline Aircraft	No of Nts	Day/Time of Dept.	Day/Time of Return	Departures	Supplement per person	'Extra' Seats
BIRMINGHAM 2½ hrs	16080	TOM 7/14	FRI 07:25	FRI 13:10	2 OCT-23 OCT	£70	-	
BRISTOL 2½ hrs	16053	TOM 7/14	FRI 07:45	FRI 13:30	2 OCT-23 OCT	£40	-	
DONCASTER SHEFFIELD 2½ hrs	16156	TOM 7/14	FRI 06:00	FRI 12:25	2 OCT-23 OCT	£70	-	
EAST MIDLANDS 2½ hrs	16089	TOM 7/14	FRI 06:45	FRI 12:40	2 OCT-23 OCT	£70	-	
GATWICK 2½ hrs	16000	TOM 7/14	FRI 06:20	FRI 12:05	2 OCT-23 OCT	£30	-	
LUTON 2½ hrs	16016	TOM 7/14	FRI 06:00	FRI 11:45	2 OCT-23 OCT	£0	-	
MANCHESTER 2½ hrs	16098	TOM 7/14	FRI 06:15	FRI 12:20	2 OCT-23 OCT	£90	-	
NEWCASTLE 2½ hrs	16128	TOM 7/14	FRI 17:50	SAT 00:20	2 OCT-23 OCT	£70	-	

Departures for 14 nights stop one week earlier.

### Winter 2009/10

#### Pharaohs & the Promised Land, from Cyprus

UK Airport	Flight Code	Airline Aircraft	No of Nts	Day/Time of Dept.	Day/Time of Return	Departures	Supplement per person	'Extra' Seats
GATWICK 4½ hrs	34407	TOM 7/14	WED 08:30	WED 18:55	24 FEB-14 APR	£0	£45	
	34408	TOM 7/14	WED 09:30	WED 19:45	3 MAR-14 APR	£20	£45	
LUTON 4½ hrs	34410	TOM 7/14	WED 10:20	WED 20:40	3 MAR-14 APR	£20	£45	
STANSTED 4½ hrs	34412	TOM 7/14	WED 08:45	WED 19:00	3 MAR-14 APR	£20	£45	
EXETER 4½ hrs	34416	TOM 7/14	WED 07:00	WED 17:55	3 MAR-14 APR	£50	£45	
CARDIFF 4½ hrs	34418	TOM 7/14	WED 07:00	WED 17:40	3 MAR-14 APR	£50	£45	
BIRMINGHAM 4½ hrs	34420	TOM 7/14	WED 09:50	WED 20:30	24 FEB-14 APR	£70	£45	
EAST MIDLANDS 4½ hrs	34422	TOM 7/14	WED 07:55	WED 18:30	3 MAR-14 APR	£70	£45	
MANCHESTER 4½ hrs	34425	TOM 7/14	WED 08:45	WED 19:45	24 FEB-14 APR	£70	£45	
	34426	TOM 7/14	WED 10:20	WED 21:20	3 MAR-14 APR	£70	£45	
DONCASTER SHEFFIELD 5 hrs	34429	TOM 7/14	WED 07:10	WED 17:35	24 FEB-14 APR	£70	£45	
NEWCASTLE 4½ hrs	34431	TOM 7/14	WED 10:20	WED 21:10	3 MAR-14 APR	£70	£45	
GLASGOW 5 hrs	34433	TOM 7/14	WED 09:40	WED 21:05	24 FEB-14 APR	£80	£45	

#### \* Ancient Voyage, 10 nights, Cyprus - Ibiza

UK Airport	Flight Code	Airline Aircraft	No of Nts	Day/Time of Dept.	Day/Time of Return	Departures	Supplement per person	'Extra' Seats
GATWICK	34408	TOM 10	WED 09:30	SAT 14:45	21 APR	£0	-	
LUTON	34410	TOM 10	WED 10:20	SAT 21:00	21 APR	£20	-	
STANSTED	34412	TOM 10	WED 08:45	SAT 12:55	21 APR	£20	-	
EXETER	34416	TOM 10	WED 07:00	SAT 20:20	21 APR	£50	-	
CARDIFF	34418	TOM 10	WED 07:00	SAT 12:05	21 APR	£50	-	
BIRMINGHAM	34420	TOM 10	WED 09:50	SAT 14:05	21 APR	£70	-	
EAST MIDLANDS	34422	TOM 10	WED 07:55	SAT 13:30	21 APR	£70	-	
MANCHESTER	34425	TOM 10	WED 08:45	SUN 04:45	21 APR	£70	-	
	34426	TOM 10	WED 10:20	SAT 20:55	21 APR	£70	-	
DONCASTER SHEFFIELD	34429	TOM 10	WED 07:10	SUN 04:25	21 APR	£70	-	
NEWCASTLE	34431	TOM 10	WED 10:20	SAT 22:40	21 APR	£70	-	
GLASGOW	34433	TOM 10	WED 09:40	SAT 14:25	21 APR	£80	-	

Notes for agents booking ex-UK Cruises on TOP. Dept. Point. XUK will provide all sailings from the UK. If you wish to refine your search to the port of embarkation of your choice insert HAW - Harwich, NEW - Newcastle or SOH - Southampton in the destination area field.

Airline details. TOM Thomson Airways Boeing 757, 767. Other codes are explained on page xxx.

We reserve the right to change Flight Supplements from time to time. Supplements can go up or down. Please check the up-to-date Supplement for your chosen holiday with your travel agent before you book. Please note that the 'Extra' Seat supplements are in addition to other flight supplements.

Transportation Information

UK Airport	Flight Code	Airline Aircraft	No of Nts	Day/Time of Dept.	Day/Time of Return	Departures	Supplement per person	Extra Seats
------------	-------------	------------------	-----------	-------------------	--------------------	------------	-----------------------	-------------

## Flights for Thomson Celebration

### Winter 2008/2009

#### Colourful Coasts, from Tenerife

GATWICK 4½ hrs	47161	TOM	7/14	FRI 14:00	FRI 23:40	9 JAN -10 APR	£30	£40
	47162	TOM	7/14	FRI 08:40	FRI 18:20	9 JAN -10 APR	£30	£40
LUTON 4½ hrs	47169	TOM	7/14	FRI 08:35	FRI 18:25	9 JAN -10 APR	£0	£40
STANSTED 4½ hrs	47173	TOM	7/14	FRI 07:15	FRI 17:15	9 JAN -10 APR	£30	£40
BOURNEMOUTH 4½ hrs	47178	TOM*	7/14	FRI 13:50	FRI 23:20	9 JAN -10 APR	£40	-
EXETER 4 hrs	47182	FCA	7/14	FRI 07:00	FRI 16:10	9 JAN -10 APR	£40	-
BRISTOL 4 hrs	47183	FCA	7/14	FRI 11:15	FRI 20:40	9 JAN -10 APR	£30	-
CARDIFF 4½ hrs	47186	TOM	7/14	FRI 14:30	FRI 23:45	9 JAN -10 APR	£50	£40
BIRMINGHAM 4½ hrs	47190	TOM	7/14	FRI 14:10	FRI 23:55	9 JAN -10 APR	£50	£40
EAST MIDLANDS 4½ hrs	47196	TOM	7/14	FRI 11:35	FRI 21:25	9 JAN -10 APR	£70	£40
MANCHESTER 4½ hrs	47199	TOM	7/14	FRI 10:15	FRI 20:40	9 JAN -10 APR	£70	£40
	47204	FCA	7/14	FRI 10:10	FRI 20:45	9 JAN -10 APR	£70	-
DONCASTER SHEFFIELD 4½ hrs	47209	TOM	7/14	FRI 11:45	FRI 22:55	9 JAN -20 FEB	£70	£40
	47209	TOM	7/14	FRI 14:15	SAT 01:35	27 FEB -10 APR	£70	£40
NEWCASTLE 4½ hrs	47221	TOM	7/14	FRI 09:50	FRI 20:00	9 JAN -10 APR	£70	£40
GLASGOW 4½ hrs	47225	TOM	7/14	FRI 15:30	SAT 01:35	9 JAN -10 APR	£70	£40
ABERDEEN 4½ hrs	47230	FUA	14	FRI 13:20	FRI 12:20	9 JAN -10 APR	£80	-
Outbound Via Santiago, Spain. Suitable for Cruise & Stay only.								
HUMBERSIDE 4½ hrs	47218	TOM	7/14	FRI 11:10	FRI 21:20	14 NOV -10 APR	£30	-

#### Colourful Coasts, from Gran Canaria

GATWICK 4½ hrs	47233	TOM	7/14	SAT 14:15	SAT 23:55	3 JAN -11 APR	£0	£40
LUTON 4½ hrs	47238	TOM	7/14	SAT 13:35	SAT 23:20	3 JAN -11 APR	£30	£40
BOURNEMOUTH 4 hrs	47242	TOM*	7/14	SAT 14:05	SAT 23:20	3 JAN -06 DEC	£30	-
	47242	TOM*	7/14	SAT 17:05	SUN 02:30	3 JAN -11 APR	£30	-
MANCHESTER 4½ hrs	47257	TOM	7/14	SAT 13:45	SAT 23:45	3 JAN -11 APR	£60	£40

#### Colourful Coasts, from Madeira

GATWICK 3½ hrs	47326	FCA	7/14	MON 10:55	MON 19:30	5 JAN -13 APR	£30	-
LUTON 3½ hrs	47328	TOM	7/14	MON 12:05	MON 20:45	5 JAN -13 APR	£0	£40
EXETER 4½ hrs	47330	FCA	7/14	MON 09:00	MON 16:55	5 JAN -13 APR	£30	-
CARDIFF 3½ hrs	47329	TOM	7/14	MON 08:20	MON 15:55	5 JAN -13 APR	£50	£40
BIRMINGHAM 4 hrs	47332	TOM	7/14	MON 09:20	MON 17:55	5 JAN -23 MAR	£60	-
	47332	TOM	7/14	MON 07:05	MON 15:50	30 MAR -13 APR	£60	-
EAST MIDLANDS 4 hrs	47333	FCA	7/14	MON 10:15	MON 18:55	5 JAN -13 APR	£70	-
MANCHESTER 4 hrs	47335	TOM	7/14	MON 11:15	MON 20:15	5 JAN -13 APR	£60	£40
GLASGOW 4½ hrs	47339	FCA	7/14	MON 08:35	MON 17:40	5 JAN -13 APR	£70	-
BOURNEMOUTH 4½ hrs	47327	TOM	7/14	MON 07:15	MON 15:35	55 JAN -13 APR	£30	-

#### Eastern Voyage, 14 nights, Tenerife – Corfu

BIRMINGHAM	47190	TOM	14	FRI 14:10	FRI 22:55	17 APR	£60	
BRISTOL	47183	FCA	14	FRI 11:15	FRI 14:15	17 APR	£60	
CARDIFF	47186	TOM	14	FRI 14:30	FRI 15:00	17 APR	£70	
DONCASTER SHEFFIELD	47209	TOM	14	FRI 14:15	FRI 15:00	17 APR	£50	
EAST MIDLANDS	47196	TOM	14	FRI 11:35	FRI 21:40	17 APR	£60	
EXETER	47182	FCA	14	FRI 07:00	FRI 20:25	17 APR	£50	
GLASGOW	47225	TOM	14	FRI 15:30	FRI 16:00	17 APR	£90	
GATWICK	47161	TOM	14	FRI 14:00	FRI 14:00	17 APR	£30	
	47162	TOM	14	FRI 08:40	FRI 22:00	17 APR	£30	
LUTON	47169	TOM	14	FRI 08:35	FRI 23:20	17 APR	£20	
MANCHESTER	47199	TOM	14	FRI 10:15	FRI 23:25	17 APR	£80	
	47204	FCA	14	FRI 10:45	FRI 23:00	17 APR	£80	
NEWCASTLE	47221	TOM	14	FRI 09:50	FRI 16:35	17 APR	£80	
STANSTED	47173	TOM	14	FRI 07:15	FRI 13:15	17 APR	£0	

#### Eastern Voyage, 13 nights, Gran Canaria – Corfu

GATWICK	47233	TOM	13	SAT 14:15	FRI 14:00	18 APR	£0	
LUTON	47238	TOM	13	SAT 13:35	FRI 23:20	18 APR	£30	
MANCHESTER	47257	TOM	13	SAT 13:45	FRI 23:00	18 APR	£50	

UK Airport	Flight Code	Airline Aircraft	No of Nts	Day/Time of Dept.	Day/Time of Return	Departures	Supplement per person	Extra Seats
------------	-------------	------------------	-----------	-------------------	--------------------	------------	-----------------------	-------------

## Eastern Voyage, 11 nights, Madeira – Corfu

GATWICK	47326	FCA	11	MON 10:55	FRI 14:00	20 APR	£0	
LUTON	47328	TOM	11	MON 12:05	FRI 23:20	20 APR	£10	
EXETER	47330	FCA	11	MON 09:00	FRI 20:25	20 APR	£30	
CARDIFF	47329	TOM	11	MON 08:20	FRI 15:00	20 APR	£50	
BIRMINGHAM	47332	TOM	11	MON 07:05	FRI 22:55	20 APR	£30	
EAST MIDLANDS	47333	FCA	11	MON 10:25	FRI 21:40	20 APR	£60	
MANCHESTER	47335	TOM	11	MON 11:15	FRI 23:00	20 APR	£40	
GLASGOW	47339	FCA	11	MON 08:35	FRI 16:00	20 APR	£70	

### Summer 2009

#### Cruise from Corfu, Friday

GATWICK 3 hrs	17488	TOM	7/14	FRI 06:40	FRI 14:00	1 MAY -9 OCT	£20	£50
	17489	TOM	7/14	FRI 14:40	FRI 22:00	1 MAY -9 OCT	£20	£50
LUTON 3 hrs	17494	TOM	7/14	FRI 07:10	FRI 23:20	1 MAY -9 OCT	£20	£50
STANSTED 3 hrs	17497	TOM	7/14	FRI 06:00	FRI 13:15	1 MAY -9 OCT	£0	£50
NORWICH 3 hrs	18000	TOM	7/14	FRI 16:05	FRI 14:25	1 MAY -9 OCT	£20	£50
EXETER	18002	TOM	7/14	FRI 12:40	FRI 20:25	1 MAY -9 OCT	£50	£50
BRISTOL 3 hrs	18004	TOM	7/14	FRI 15:15	FRI 14:15	1 MAY -9 OCT	£60	£50
CARDIFF 3½ hrs	18006	TOM	7/14	FRI 07:15	FRI 15:00	1 MAY -9 OCT	£70	£50
BIRMINGHAM 3½ hrs	18010	TOM	7/14	FRI 06:45	FRI 22:55	1 MAY -9 OCT	£60	£50
EAST MIDLANDS 3½ hrs	18013	TOM	7/14	FRI 14:00	FRI 21:40	1 MAY -9 OCT	£60	£50
MANCHESTER 3½ hrs	18018	TOM	7/14	FRI 06:05	FRI 23:25	1 MAY -9 OCT	£80	£50
	18019	TOM	7/14	FRI 15:05	FRI 23:00	1 MAY -9 OCT	£80	£50
DONCASTER SHEFFIELD 4 hrs	18024	TOM	7/14	FRI 06:50	FRI 15:00	1 MAY -9 OCT	£70	£50
LEEDS BRADFORD 3½ hrs	18026	TOM	7/14	FRI 15:40	FRI 13:55	1 MAY -9 OCT	£60	£50
NEWCASTLE 3½ hrs	18028	TOM	7/14	FRI 08:45	FRI 16:35	1 MAY -9 OCT	£80	£50
GLASGOW 3½ hrs	18030	TOM	7/14	FRI 07:30	FRI 16:00	1 MAY -9 OCT	£90	£50
For Cruise holidays departing 3 Jul -7 Aug please ADD £50								

#### Ancient Wonders, 13 nights, Corfu - Sharm El Sheikh

GATWICK	17489	TOM	13	FRI 14:40	THU 21:05	23 OCT	£30	
LUTON	17494	TOM	13	FRI 07:10	THU 21:10	23 OCT	£20	
BRISTOL	18004	TOM	13	FRI 15:15	THU 21:50	23 OCT	£60	
CARDIFF	18006	TOM	13	FRI 07:15	THU 22:25	23 OCT	£70	
BIRMINGHAM	18010	TOM	13	FRI 06:45	THU 21:30	23 OCT	£60	
EAST MIDLANDS	18013	TOM	13	FRI 14:00	THU 22:35	23 OCT	£60	
MANCHESTER	18019	TOM	13	FRI 15:05	THU 22:10	23 OCT	£80	
DONCASTER SHEFFIELD	18024	TOM	13	FRI 06:50	THU 22:10	23 OCT	£70	
NEWCASTLE	18028	TOM	13	FRI 08:45	THU 21:40	23 OCT	£80	
GLASGOW	18030	TOM	13	FRI 07:30	THU 22:15	23 OCT	£90	

### Winter 2009/10

#### Red Sea Magic, from Sharm El Sheikh

GATWICK 5½ hrs	35004	TOM	7/14	THU 09:00	THU 21:05	5 NOV -22 APR	£30	£50
	35007	TOM	7/14	THU 11:00	THU 23:05	5 NOV -22 APR	£30	£50
LUTON 5½ hrs	35010	TOM	7/14	THU 09:00	THU 21:10	5 NOV -22 APR	£0	£50
BRISTOL 5 hrs	35022	TOM	7/14	THU 09:30	THU 21:50	5 NOV -22 APR	£30	£50
CARDIFF 5 hrs	35018	TOM	7/14	THU 09:55	THU 22:25	5 NOV -22 APR	£40	£50
BIRMINGHAM 5½ hrs	35028	TOM	7/14	THU 09:05	THU 21:30	5 NOV -22 APR	£30	£50
EAST MIDLANDS 5½ hrs	35035	TOM	7/14	THU 10:00	THU 22:25	5 NOV -22 APR	£30	£50
MANCHESTER 5½ hrs	35043	TOM	7/14	THU 09:30	THU 22:10	5 NOV -22 APR	£60	£50
	35044	TOM	7/14	THU 10:30	THU 23:10	5 NOV -22 APR	£60	£50
DONCASTER SHEFFIELD 5½ hrs	35047	TOM	7/14	THU 09:55	THU 22:10	5 NOV -22 APR	£50	£50
NEWCASTLE 6½ hrs	35050	TOM	7/14	THU 09:00	THU 21:40	5 NOV -22 APR	£60	£50
GLASGOW 5½ hrs	35055	TOM	7/14	THU 09:20	THU 22:15	5 NOV -22 APR	£60	£50
For Cruise holidays departing 17-31 Dec please ADD £50								

Notes for agents booking ex-UK Cruises on TOP. Dept. Point. XUK will provide all sailings from the UK. If you wish to refine your search to the port of embarkation of your choice insert HAW - Harwich, NEW - Newcastle, SOH - Southampton in the destination area field.

Airline details: TOM Thomson Airways Boeing 757, 767. Other codes are explained on page xxx.

We reserve the right to change Flight Supplements from time to time. Supplements can go up or down. Please check the up-to-date Supplement for your chosen holiday with your travel agent before you book. Please note that the 'Extra' Seat supplements are in addition to other flight supplements.

Option 1 - Thomson Cruise, Ancient Voyage

Date: 21st April for 11 days

- \* Fly to Lymassol - Aphrodite goddess of love risen from sea, medieval castle
- ... Cairo - pyramids, Sphinx, museum - treasures of Tutankhamun
- \* Alexandria - amphitheatre, national museum - dating back to 3rd century BC
- \* Catania - Ursino castle, Greco - Roman amphitheatre
- Naples - Mount Vesuvius, time frozen cities
- \* Rome - Colosseum, Vatican City, Sistine Chapel
- \* Barcelona - Gothic quarter, lots of culture
- \* Ibiza town - UNESCO protected old town - fly home

Boat: Thomson Spirit - 2 pools, 3 restaurants, 5 bars, Broadway show lounge  
 free all inclusive upgrade for booking early

Presidential suite - normally £1700pp - 50% saving = £850pp

Suites - normally £920pp - 50% saving = £460pp

Flights: supplements from certain airports

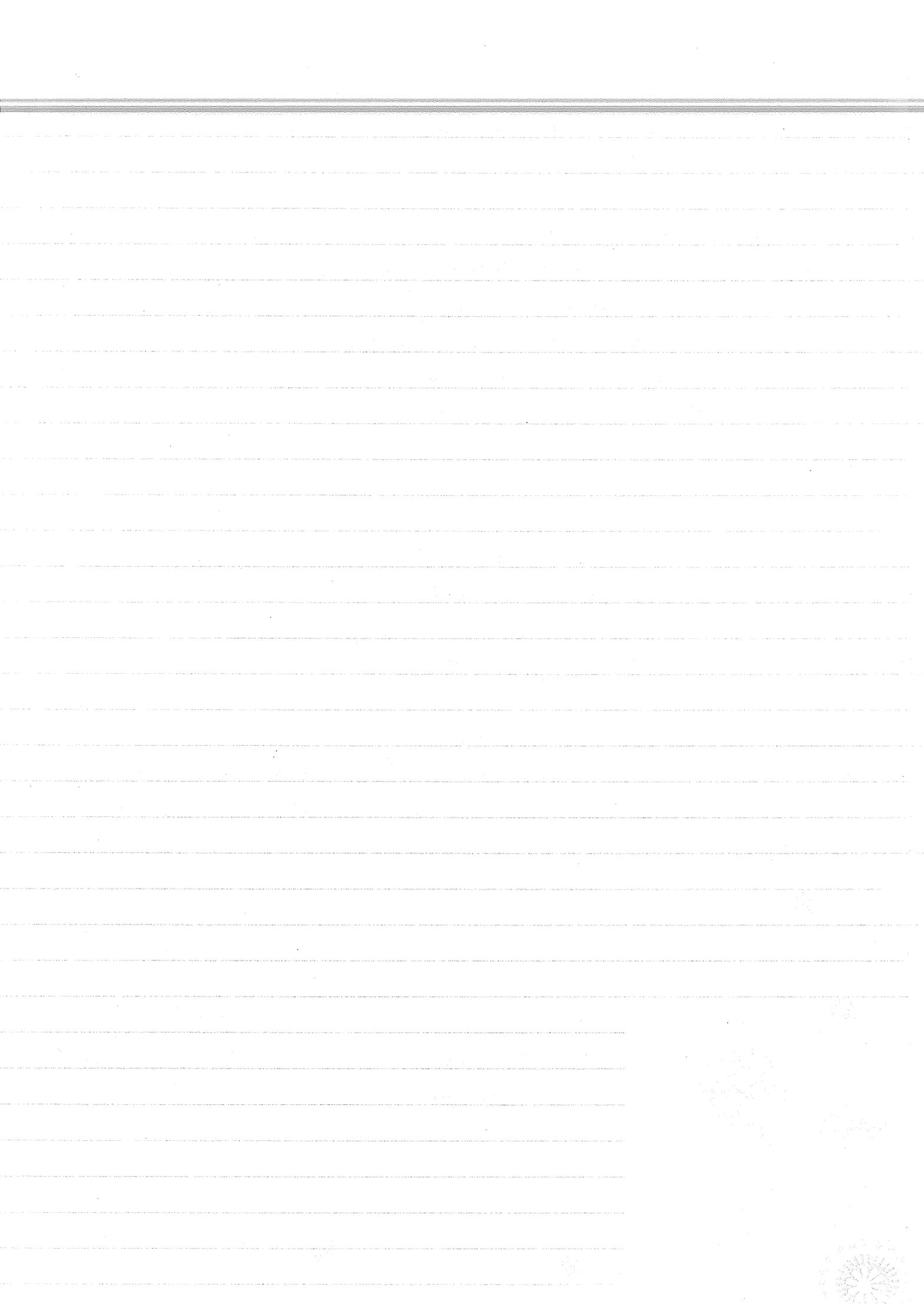
Upgrade to Thomson Fly Premium - minimum 36" pitch, leather armchair style seats, 4 course meal + drinks throughout flight, personal 9" tele  
 £199pp return

Celebration package

- champagne
- fresh flowers
- 8 chocolate dipped strawberries.
- breakfast in bed on day of anniversary
- cake, card + commemorative photograph
- £85 per couple

APZ.3

Research & Product Knowledge



# Mediterranean Mosaic

**BOUDICCA BD0910**

**Departs** 3 May 2009 21 nights

**Prices from** £2,198

**Southampton**

**THE ARTS CLUB** Mythology of the Mediterranean



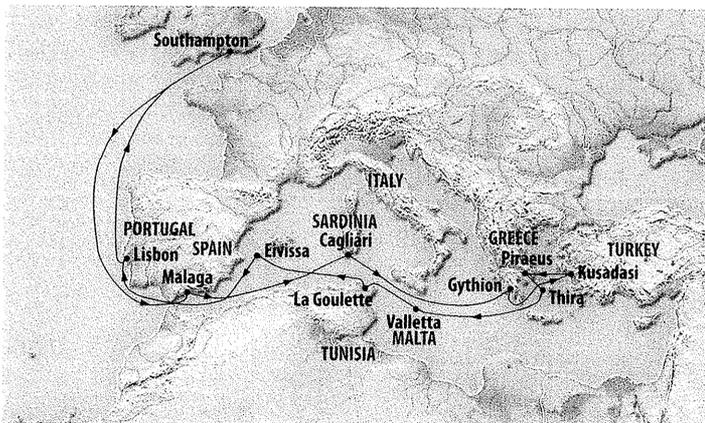
Acropolis, Athens

A wonderful, three-week springtime round trip to the very cradle of civilisation is on offer as *Boudicca* heads down Southampton Water. Three days at sea provide plenty of anticipation for the wonders that lie ahead.

Kusadasi is the entry port for fabled Ephesus, itself once a mighty seaport that simply faded away over the centuries. Today, it stands as silent, mute testimony to a different era. The incredible façade of the Library of Celsus looms three storeys high from the

ground, its soaring columns glinting in the mid day sun. Here, too, is the House of the Virgin Mary and a vast, incredible stone amphitheatre, almost completely preserved. Today, only fascinated visitors walk the same streets once strolled by Anthony and Cleopatra in their days of power and glory.

against a backdrop of cobalt blue sea. Here, cafes and outdoor restaurants serve up more than a slice of the good life, Hellenic style.



For many, Santorini is the quintessential Greek island, and many believe it to be the site of the lost city of Atlantis. You sail into a stunning, natural granite caldera, all that remains of the original volcano that blew the island apart with cataclysmic force centuries ago. A swaying cable car takes you to the top of the island, and a dazzling vista of stepped, whitewashed houses



Valletta, Malta

**BOUDICCA BD0910**

**Departs 3 May 2009**

Date	Arr	Dep	Destination
<b>Sun 03</b>		PM	<b>Southampton</b>
<b>Mon 04-Wed 06</b>			Cruising
<b>Thu 07</b>	0730	1700	<b>Malaga, Spain</b>
<b>Fri 08</b>			Cruising
<b>Sat 09</b>	0900	1600	<b>Cagliari, Sardinia, Italy</b>
<b>Sun 10</b>			Cruise Aeolian Islands
<b>Mon 11</b>	1200	1700	<b>Gythion, Greece*</b>
<b>Tue 12</b>	0830	1800	<b>Kusadasi, Turkey</b>
<b>Wed 13</b>	0800	1800	<b>Piraeus (Athens), Greece</b>
<b>Thu 14</b>	0800	1700	<b>Thira, Santorini, Greece*</b>
<b>Fri 15</b>			Cruising
<b>Sat 16</b>	0800	1430	<b>Valletta, Malta</b>
<b>Sun 17</b>	0800	1800	<b>La Goulette (Tunis), Tunisia</b>
<b>Mon 18</b>			Cruising
<b>Tue 19</b>	0800	1600	<b>Eivissa, Ibiza, Spain</b>
<b>Wed 20</b>			Cruising
<b>Thu 21</b>	0830	1700	<b>Lisbon, Portugal</b>
<b>Fri 22-Sat 23</b>			Cruising
<b>Sun 24</b>	AM		<b>Southampton</b>

\*Anchor port

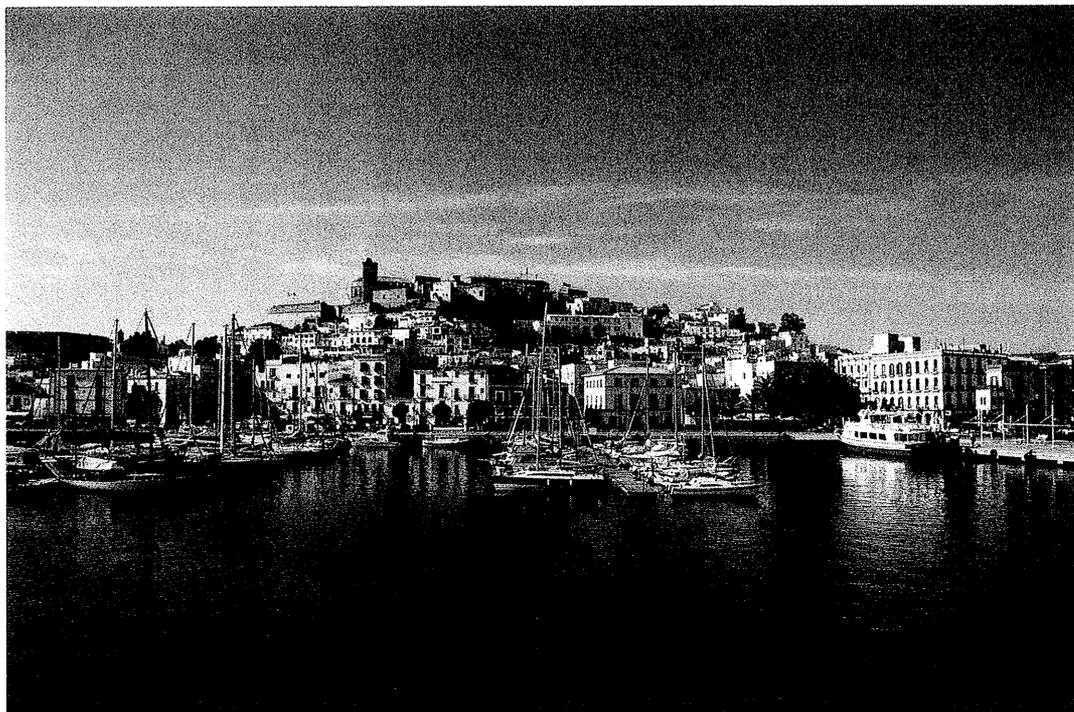
**BD0910** Cruise prices per person £

**CRUISEAWAY DISCOUNT†** SAVE 45%

	SUITES					SUPERIOR TWIN					OUTSIDE TWIN					INSIDE TWIN					SINGLE CABINS				
	PS	MS	SS	BS	DS	JS	A	BC	B	C	D	F	G	H	I	J	K	L	MO	N					
<b>Full fare</b>	13,320	11,455	10,175	9,165	8,260	7,620	6,605	6,395	6,125	5,965	5,325	4,900	4,635	4,260	3,995	10,925	10,070	8,950	8,310	6,925					
<b>Cruiseaway fare</b>	7,326	6,301	5,597	5,041	4,543	4,191	3,633	3,518	3,369	3,281	2,929	2,695	2,550	2,343	2,198	6,009	5,539	4,923	4,571	3,809					

Please also see pages 198 & 199 for details of cabin grades. † See page 24 for full details of Cruiseaway discount

# Balearics in Spring



*Eivissa, Ibiza*

**With spring in the air, Braemar heads southwards on a twelve-night escape to a combination of sun splashed Spanish islands and older, more familiar names. Relaxing days at sea allow time to unwind before our first port of call.**

Eight miles from the coast of North Africa, Gibraltar is almost relentlessly British; a tax free haven where familiar high street names from home line Main Street. John Lennon and Yoko Ono married here. Forever associated with the Royal Navy, it

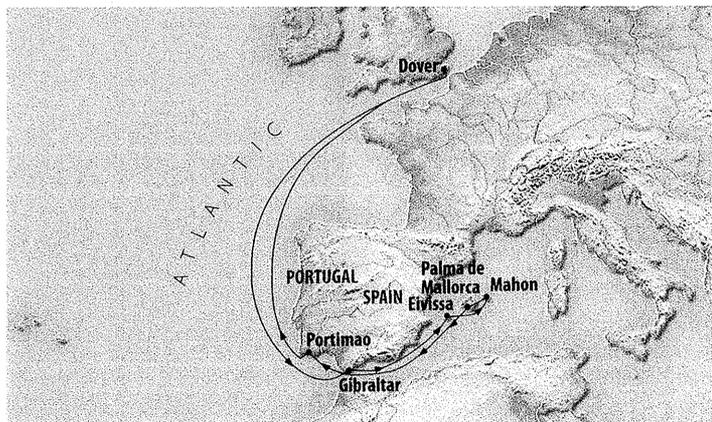
is dominated by the soaring, four hundred and thirty foot high rock, honeycombed with tunnels and guarded by mischievous Barbary apes. Three quarters of the way up, Saint Michael's cave is a fantastic venue for concerts, fringed by stalagmites and stalactites.

modern town also plays host to preserved, horseshoe shaped Arab baths dating back to the tenth century.

Palma is also known for having one of the best aquariums in the region, while street and café life is lived to the full in thriving Placa Major. More sedate in style, the nearby Passeig des Born is a tree lined thoroughfare, popular with locals, that is perfect for a quiet stroll or a relaxing break.

Cool and cosmopolitan, Palma is dominated by its magnificent cathedral, originally built during the sixteenth century, and later remodelled by Antonio Gaudi. It stands on a promenade flanked by cafes, a beautiful sea park, date palms and visiting yachts.

Above the city, the circular turret of historic 14th century Bellver Castle is an incredible sight as the ship sails in. Amazingly, this



**BRAEMAR BM0909**

**Departs 3 May 2009**

Date	Arr	Dep	Destination
<b>Sun 3</b>		PM	<b>Dover</b>
<b>Mon 4-Wed 6</b>			Cruising
<b>Thu 7</b>	0730	1400	<b>Gibraltar</b>
<b>Fri 8</b>	1300	2200	<b>Eivissa</b> , Ibiza, Spain
<b>Sat 9</b>	0830	2300	<b>Mahon</b> , Menorca, Spain
<b>Sun 10</b>	0800	1800	<b>Palma de Mallorca</b> , Spain
<b>Mon 11</b>			Cruising
<b>Tue 12</b>	0730	1300	<b>Portlmao</b> , Portugal
<b>Wed 13-Thu 14</b>			Cruising
<b>Fri 15</b>	AM		<b>Dover</b>

**BM0909** Cruise prices per person £

**CRUISEAWAY DISCOUNT†** SAVE 45%

SUITES	BALCONY CABIN	SUPERIOR TWIN	OUTSIDE TWIN	INSIDE TWIN	SINGLE CABINS
--------	---------------	---------------	--------------	-------------	---------------

	SS	BS	BA	BC	LA	A	B	C	D	E	F	G	H	I	JB	J	K	L	M
<b>Full fare</b>	6,025	5,425	4,355	3,850	3,850	3,720	3,530	3,155	2,965	2,870	2,615	2,490	2,335	2,175	6,625	6,120	5,710	5,175	4,225
<b>Cruiseaway fare</b>	3,314	2,984	2,396	2,118	2,118	2,046	1,942	1,736	1,631	1,579	1,439	1,370	1,285	1,197	3,644	3,366	3,141	2,847	2,324

Please also see pages 200 & 201 for details of cabin grades. † See page 24 for full details of Cruiseaway discount



## Passenger Car Parking

Whatever the cruise line, whatever the period, we are able to offer safe and secure parking facilities in Southampton Docks. For most cruises we offer a valet parking from the terminal to enable you to start your cruise in the most relaxed way possible.

Rates for cruises this year's (2009) season are as follows:-

Cruise Duration	Prices incl VAT	Cruise Duration	Prices incl VAT
2 night mini cruise	£25.45	16 nights	£139.96
3 nights	£44.04	17 nights	£145.83
4 nights	£48.94	18 nights	£155.62
5 nights	£56.77	19 nights	£162.47
6 nights	£64.60	20 nights	£169.32
7 nights	£71.45	21 nights	£178.13
8 nights	£80.26	22 nights	£184.98
9 nights	£87.11	23 nights	£190.85
10 nights	£93.96	24 nights	£199.66
11 nights	£100.81	25 nights	£206.51
12 nights	£109.62	26 nights	£215.32
13 Nights	£115.49	27 nights	£222.17
14 nights	£123.32	28 nights	£230.00
15 nights	£132.13	29 nights	£235.87
		30 nights	£244.68

Parking rates for 2010 please view the [PDF download](#)

To book secure parking for your cruise visit our "on line" booking centre [click here now](#).

**Tel:** Call Centre +44 (0) 23 8033 4883

**Fax:** Call centre +44 (0) 23 8033 4843

**Email:** [Information / Bookings](#)

**On line:** [Bookings](#)

For a quotation on rates for other periods or for further information on our services, simply call our dedicated booking line where one of our call centre staff will be pleased to answer any enquiry or make a reservation for you. Most major credit cards are accepted.

- © Cruise & Passenger Services
- Terms & Conditions
- Legal & Data Protection
- site by Noko



## Appendix G

### Option 2 - Fred Olsen Cruise - Mediterranean Mesiac

Date: 3rd - 24th May

- \* Malaga - 16th century cathedral, Museo de Bellas Artes
- \* Cagliari - unspoiled natural environment, the Castello, Cittadella dei Museums
- \* Gythion - theatre of Roman era - Marathonisi - castle
- \* Kusadasi - entry point for Ephesus, Library of Celsus, House of the Virgin Mary
- \* Athens - Acropolis, Archaeological museum, monastiraki
- \* Santorini - site of lost city of Atlantis, whitewashed houses, cable cars
- Valletta - Natural museum of archeology, st John's co-cathedral

Parking at cruise terminal:

21 nights = £178.13

Upgrade to presidential suite

Normal price = £13,320

Special offer - save 45% = £7,326

Anniversary Celebration package

- flowers or chocolates in cabin
- champagne + canapés on anniversary
- anniversary gift
- celebration cake
- photographic session
- £90 per couple

A02-3

**Customer Service Witness Statement Form**

**College name and centre number: SSFC/48163**

**Student name: Shelley Wilson**

**Scenario: Travel advisor selling a holiday**

A recently retired couple would like to go on a Mediterranean cruise in May to celebrate their Golden Wedding anniversary. They particularly enjoy history and culture.

**Skills demonstrated:**

	Yes	No	NA	Comments
Appropriate language	✓			Spoke very clearly. Started by – 'Hi how are you?'
Positive body language	✓			Excellent body language.
Listening skills	✓			Listened well.
Selling skills	✓			Upsold to the president suit and sold the package really well.
Product knowledge	✓			Outstanding knowledge of the cruise of the historical appeal of each stop of the cruises. Included some good wedding anniversary material – 'where Aphrodite rose from the sea – the goddess of love' & the extras included on the boat. Excellent knowledge about the cruise ship also.
Self-confidence	✓			Very confident.
Diplomacy/sensitivity	✓		✓	Dealt with the customer in a sensitive manner.
IT skills				N/A
Dress/appearance	✓			Dressed very suitable.
Personality	✓			Very friendly – I would buy from her.
Attitude	✓			Enthusiastic.

AO2.2  
Confidence

**What the student did well:**

**How the student could have improved his/her performance:**

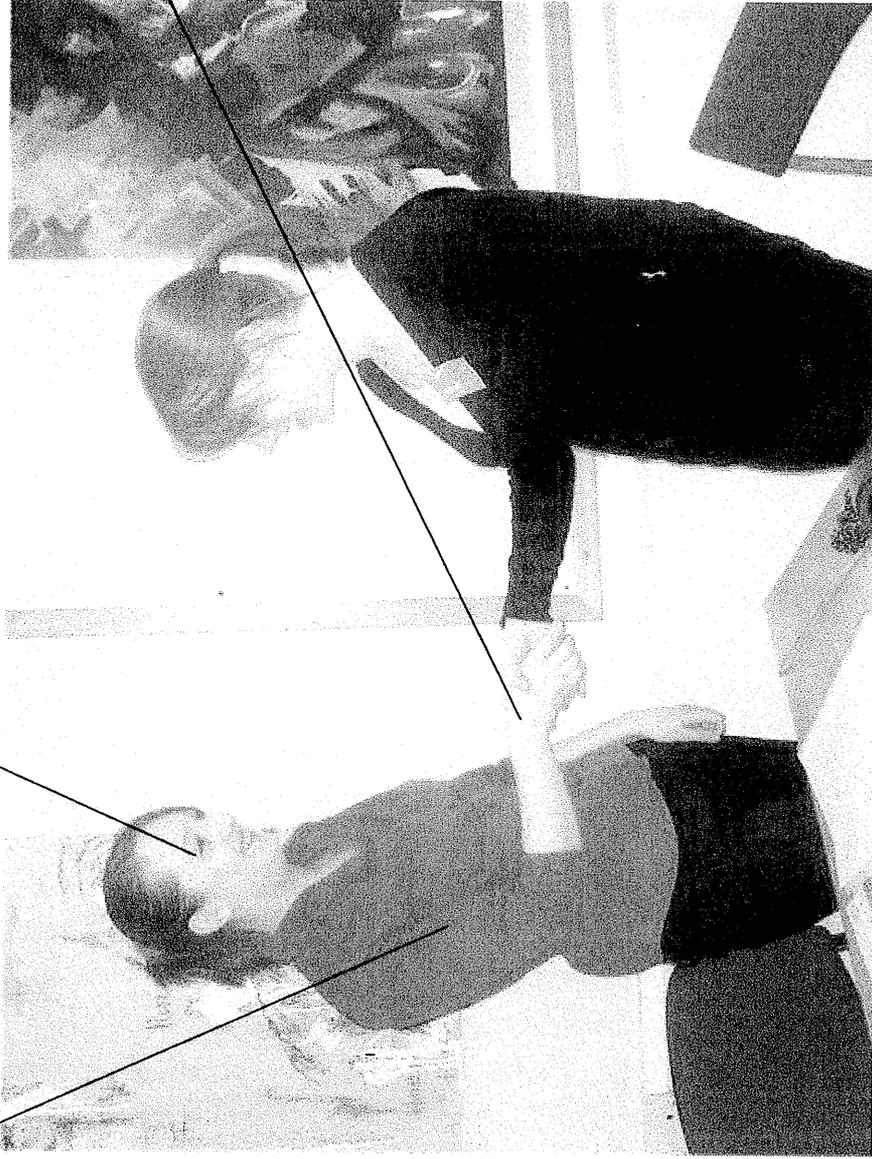
**Signed:** *LETGV*

**Date:** 30/03/09

**Position:** Tutor

## Appendix I

Maintaining eye contact with the customer shows that I am interested and listening to what they are saying. It also makes the customer feel more comfortable and at ease.



Smart appearance with a blouse and black trousers to make me appear professional and show a corporate image. A smart appearance also shows that I take pride in the job and makes me appear more trustworthy to the customer. My hair is tied back so that my face is not obscured by my hair and so that the customer can see me at all times and it also means that I can maintain eye contact with the customer easily.

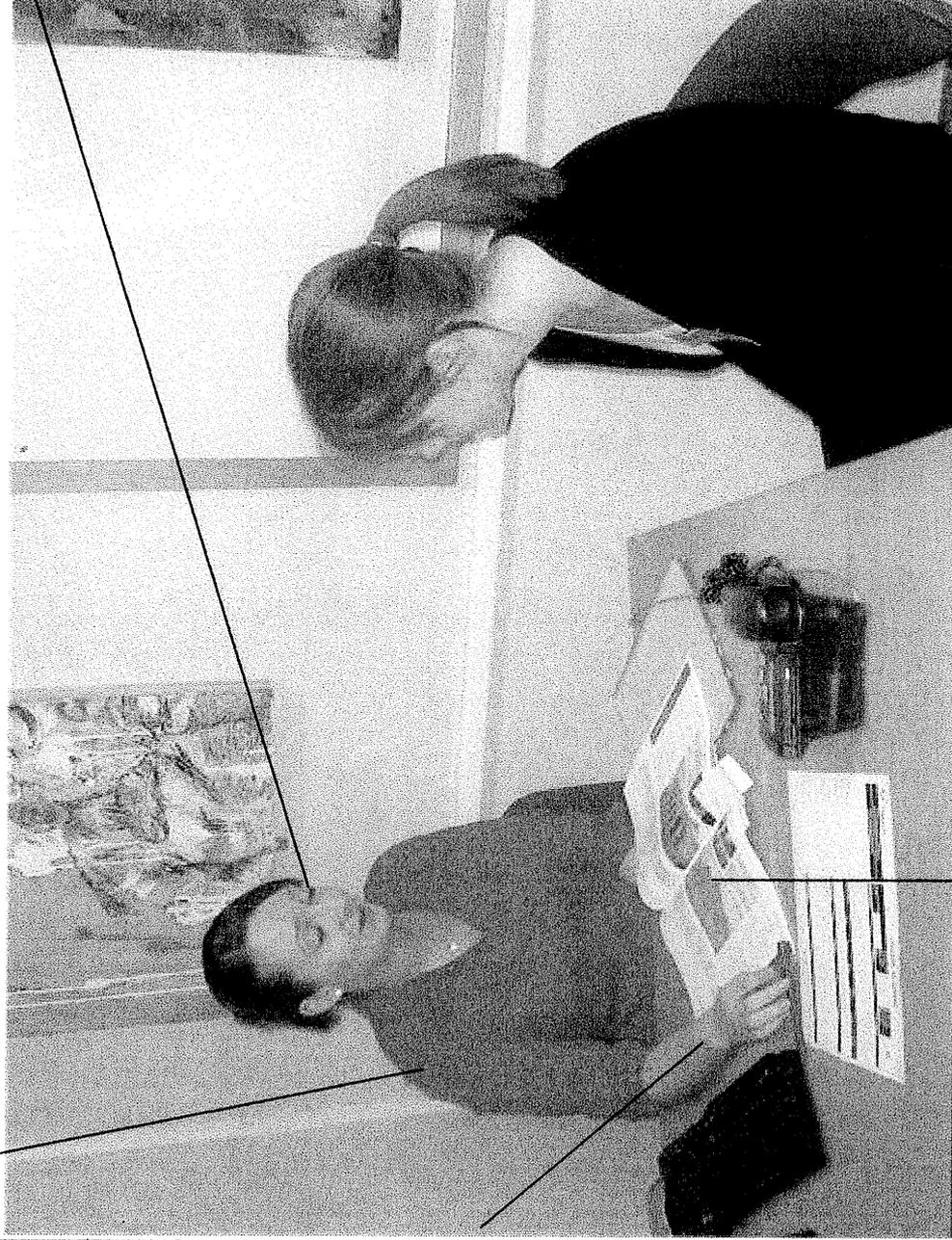
Good body language, stood up to greet the customer and shaking her hand to give her a good first impression of me and to provide a warm welcome and make her feel comfortable.

**This is the first time that I met the customer so I needed to make a good first impression to make the customer feel comfortable, like they can trust me and make them more likely to book a holiday with me. The points above show how I tried to make a good first impression.**

1702.3  
Good supporting  
evidence.

## Appendix J

**This photograph shows me selling a holiday to the customer.**

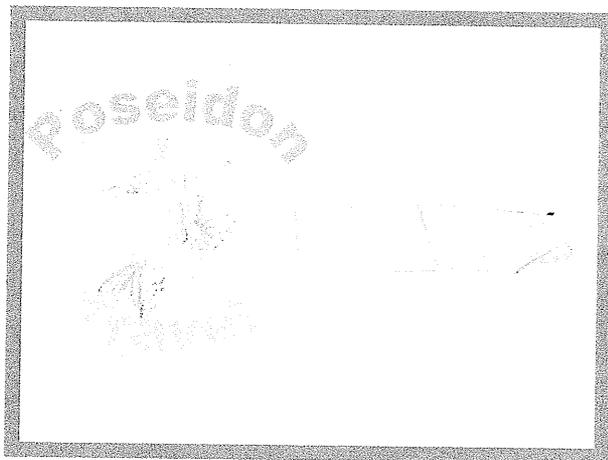


Body language – shoulders leaning towards the customer shows that I am interested and listening to them and also makes me appear more approachable, therefore making the customer feel more comfortable.

Open hands show approachability and confidence which will make the customer feel more at ease and shows that I know about the product and am confident selling it.

Good eye contact - looking at the customer shows interest and that I am listening to what they are saying. This will then make the trust me as she knows that I am listening properly to what she requires so she will trust me to find a suitable holiday for her which makes her more likely to book a holiday in the end.

Equipment – using brochures enables the customer to see pictures of the destination and shows her what the ship will be like which she will be staying on. Having visual aids will encourage the customer to book as she will know what the place will be like when she gets there and this will add to what I have told her to make her more confident in what I have said as it backs it up.



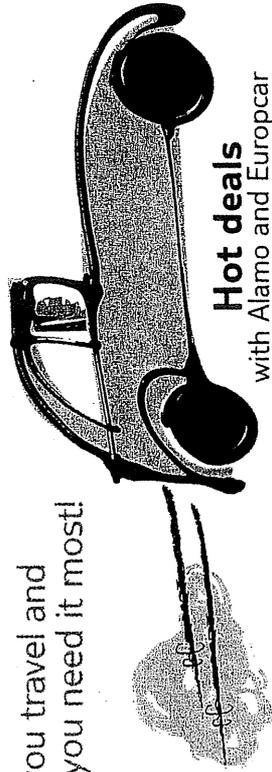


Don't just travel, travel with a smile.

# All the extra bits we can help you with...

## Car hire

Freedom to explore... book before you travel and have a car ready and waiting when you need it most!



Hot deals  
with Alamo and Europcar

## Holiday insurance

Have security and peace of mind with Thomson HolidayCare and our comprehensive insurance cover through AXA insurance.

## Airport car parking, hotels, transfers & coaches

From starting your holiday early to arriving in style, we'll help find the best option for you.

## Tickets & events

With theme parks, attractions, shows and much more! We've got just the ticket for you.

## Holiday dosh

No commission on currency and foreign exchange travellers cheques. We'll also buy it back commission free too.

## Overseas properties

Find your dream home in the sun! 1000s of freehold homes available.

## Book with...



Travel Advisor: Shelley Wilson
Telephone No: 01723 371104
Extra Bits: * Upgrade to Presidential Suite - £1700 x 2 = £3,400 * Upgrade to Thomson Fly Premium - £199 x 2 = £398 * Celebration package = £85
Total = £3883
Date: 30.3.2009

Appendix Z

The details and prices quoted are correct at the time of your enquiry, but are subject to change and availability. This is not a confirmation of the booking. Car hire prices are based on picking and dropping off at the airport, unless otherwise stated. No commission applies to currency and foreign travellers cheques only and excludes sterling travellers cheques and the American Express® Travellers Cheque Card. Handling fee may apply. Banks and credit card companies may charge you an additional fee on foreign exchange transactions paid for by debit/credit card. Commission free buyback applies to the exchange of selected foreign notes and foreign travellers cheques into £ sterling only. Proof of purchase may be required. Thomson reserves the right to withdraw these offers without notice.



# TRAVEL PLANNER

Form No.

Appendix M

## CUSTOMER REQUIREMENTS

### FULL UNDERSTANDING

Where to?  
Mediterranean Cruise

Dates?  
April/May 2010

Departure Point / How getting there?  
Manchester Airport

How long?  
10-14 nights

Accommodation type & rating?  
Cruise ship

Resort type?  
N/A

Budget?  
£5000 - £10000

Book & pay now?  
No - deposit only

How paying?

Other agents prices?

Future holiday plans?

Thomson Contact Tel No. [Redacted]

Customer Name Mr + Mrs

Home Tel No. [Redacted]

Work Tel No. [Redacted]

Mobile No. [Redacted]

Date 30.3.2009

No. of Adults [Redacted]

No. of Children [Redacted]

No. of Infants [Redacted]

No. of Seniors +65 [Redacted]

Total Party 2

Age [Redacted]

HOLIDAY DETAILS		Choice 1		Choice 2	
Destination	Mediterranean				
Departure Date	21st April 2010				
Duration	10 nights				
Dept Point / Code	Manchester MHT				
Room Type	Presidential suite				
Accommodation Name/Code					
Meal Basis	All inclusive				

TRAVEL DETAILS		Choice 1		Choice 2	
	From	To	Departing	Arriving	Date
1st Sector	Manchester				
	34426	10.20			
2nd Sector					

HOLIDAY DETAILS		Choice 1		Choice 2	
Tour Operator Cost	£ 2138				
Holiday Extras <small>eg. car hire/theme park passes</small>	£ 3853				
Booking Fee	£ /				
Today's Savings	£ /				
Insurance Cost	£ /				
TOTAL COST	£ 6021				
Deposit Amount	£ 600				

**IMPORTANT DETAILS**

Passport / Visa Requirements

Notes/Follow up

These travel details are current at the time of your enquiry, but are subject to change and availability. Prices are subject to change. This is not confirmation of your booking. Thank you for your enquiry.

## Answering a complaint

- stolen bag with money, cards, cheques + passports

\* apologise + explain what CSR form is and that it is filled in in triplicate



\* need to cancel cards - offer use of phone to ring provider



\* need to cancel cheques - offer use of phone to ring provider - need to give serial numbers of the cheques which should have been kept separate.



\* explain that replacement will be sent to the hotel within 24 hours. ask if they would like to borrow some money for food etc until then



\* need to go in person to the British Embassy to get replacement passports - ring + arrange a time - we will arrange transport



\* to claim on insurance for other valuables once back home, need to report it at the local police station to get a crime reference number. Offer to send a member of staff to translate.



Correct  
procedure.

## Customer Service Witness Statement Form

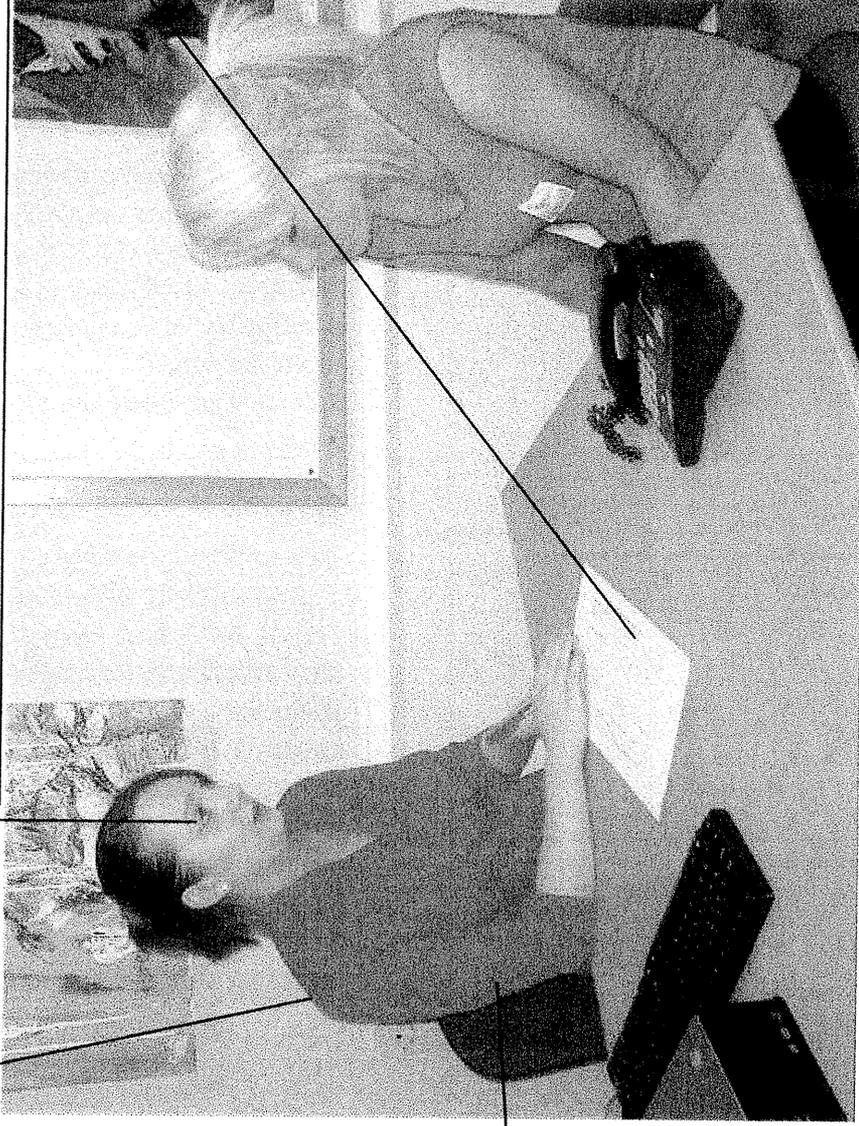
<b>College name and centre number: SSFC/48163</b>				
<b>Student name: S</b>				
<b>Scenario: Resort Rep - Problem situations</b>				
Customer: 'We went out last night and my wife's handbag was stolen. Unfortunately all of the family's passports were in it as well as our travellers cheques. We are due to go home in 5 days but have no money – what should we do?'				
<b>Skills demonstrated:</b>				
	<b>Yes</b>	<b>No</b>	<b>NA</b>	<b>Comments</b>
Appropriate language	✓			'Sorry to hear about that - these things do happen' 'If there is anything else – I am available at...' good conclusion.
Positive body language	✓			Good eye-contact and serious face.
Listening skills	✓			Listened well.
Selling skills			✓	N/A
Product knowledge	✓			Knew the procedure well.
Self-confidence	✓			Dealt with it effectively.
Diplomacy/sensitivity	✓			Dealt with the complaint in a diplomatic & sensitive manner.
IT skills	✓			Used the telephone to make an appointment at the embassy.
Dress/appearance	✓			Very suitable.
Personality	✓			Approachable.
Attitude	✓			Very efficient & effective in dealing with the complaint.
<b>What the student did well:</b>				
<b>How the student could have improved his/her performance:</b>				
<b>Signed:</b>			<b>Date: 30/03/09</b>	
<b>Position: Tutor</b>				

Range of  
situations /  
customers  
A02-3

Shoulder leaning towards the customer shows that I am engaged with them and listening and also makes me appear more open and approachable. This will then make the customer feel more comfortable and put her at ease which will make her feel more confident to discuss her problem with me.

Smart appearance shows professionalism which will make the customer trust me. Also by wearing a uniform I am easily recognisable to the customers.

Maintaining eye contact with the customer shows that I am listening to what she is saying and shows that I am interested. This will also make her feel more at ease with me and will also help her to trust what I am saying as it makes me appear sincere. This is important when a customer has a problem as she knows I am listening which will make her more confident that I can resolve it.



Equipment – I have the customer service report form ready to explain to the customer and to fill in with her. Having these ready means that I can fill them in straight away and the customer is not having to wait which could make her more angry.

## Appendix P

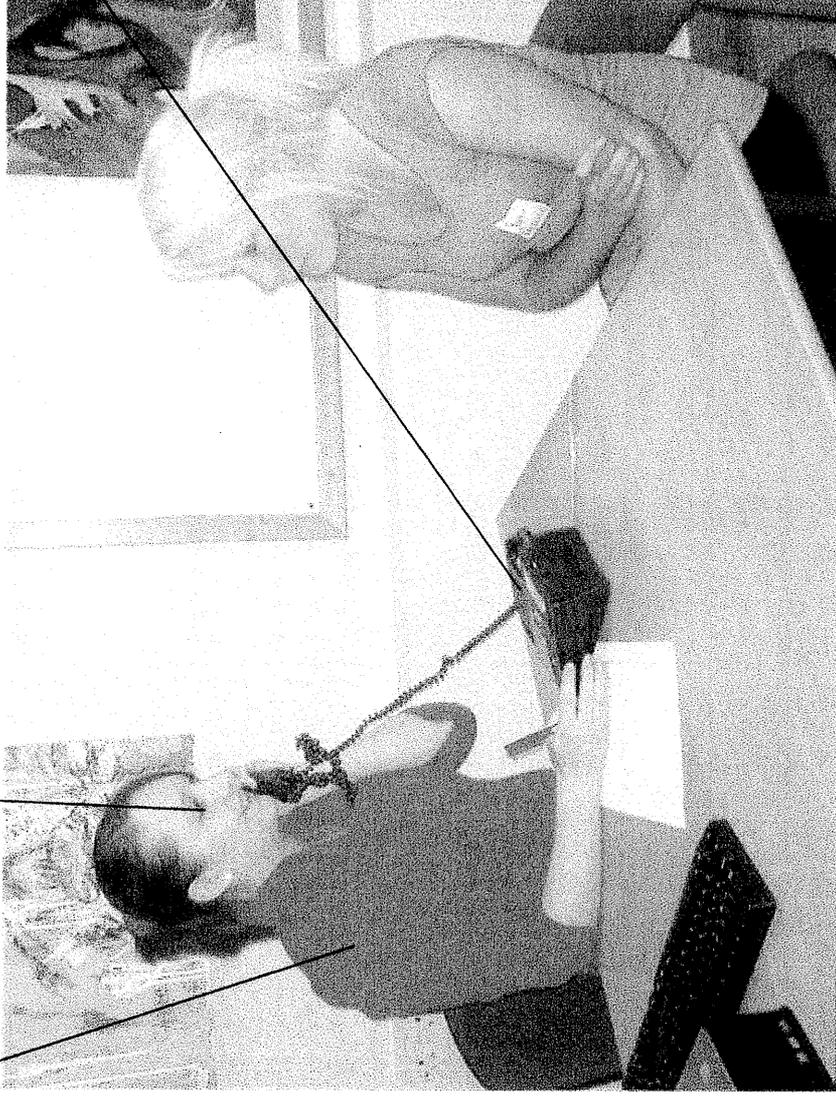
**This photograph shows me explaining to the customer the procedures they must follow after having their bag stolen.**

## Appendix Q

Maintaining eye contact with the customer and smiling during the phone call puts the customer at ease and will make her feel happier and trust me that everything will be resolved. It also shows the customer that I am taking the situation seriously and will try to solve it as best I can.

Good posture shows that I am still engaged with the customer even though I am using the phone. It will also make me appear more confident which will in turn make the customer feel confident that I am trying to sort the problem out for her. This will then put her more at ease and she will be satisfied with the service provided as she knows that I will do all I can for her.

Using the phone to ring the British Embassy to make an appointment for the customer. This shows good customer service skills as I am making all the arrangements for her and not just telling her what to do and leaving her to do it.



**This picture shows me using the phone to make an appointment for the customer with the British Embassy to arrange replacement passports.**

CUSTOMER SERVICE REPORT - CSR

No: RV 0034

REPRESENTATIVES' NAME: Shelley Wilson

Lead Name: Mr B Jones REFERENCE: 10312 Adult 2 Child 2 Infant Resort Kalamaki, Zante  
Accommodation name(s) Carretta beach Arrival date: 21/3/09 Accommodation type: Twin/Apartment Villa  
Room number: 104 Board basis: Bed & Breakfast/Full Board/Self-Catering/All Inclusive

DETAILS IF INCIDENT

Date incident was reported: 30.3.2009  
Mr Jones and his family were out last night when Mrs Jones' handbag was stolen which had all the family's passports and travellers cheques inside

ACTION TAKEN

Informed the customer of the procedure to cancel cheques + cards. Made an appointment at the British Embassy + arranged transport to take them there to get replacement passports. Arranged for a member of staff to take them to the police station to translate so they can get a crime reference number. Lent customers money for food etc until they receive their cheques.

I believe that the facts stated by me in this report are true.

Guest's name: (BLOCK CAPITALS) MR BRIAN JONES  
Signature: [Signature] Date: 30/3/09

Representative's name: (BLOCK CAPITALS) SHELLEY WILSON  
Signature: [Signature] Date: 30.3.2009

This report is for internal use only. If a claim is to be pursued it must be made in writing to the Customer Relations Department in the UK. Please include your full name, address and holiday booking reference on all correspondence.

Detailed

King Edward Theatre  
Manchester  
MU24 9LK

Mr

24<sup>th</sup> April 2007

Dear Mr

Thank you for your recent letter. I am very concerned to hear of your disappointment at the show you recently attended here at the King Edward Theatre. We have looked into your concerns and apologise for any problems that your visit to our theatre may have caused you. We appreciate loyal customers such as yourself and we try our best to ensure that all customer needs are met to a high standard.

We receive regular visits from school groups and while I appreciate this can be distracting I'm sure you will agree that it is important for young people to be given the opportunity to visit the theatre. We are currently looking into implementing a policy where we will notify customers at the time of booking if we have any groups of children at the same performance so then they can decide whether to carry on with the booking or not. We do also have a strict no phones policy while within the theatre and we will be contacting the school involved to make them aware of the problem so that it does not happen again.

I am sorry about the distress caused to you by the attendant who did not return during the interval. I am currently looking into the reasons behind this so that it will not be a problem in the future.

On behalf of the King Edward Theatre I would like to offer you complimentary tickets to our next musical performance of "Blood Brothers" with free refreshments as a token of our apology. I will be ringing you within the next few days to arrange this if you are in agreement.

Yours sincerely

theatre manager

✓  
A02.3  
Professional  
response.

