

Visitor Welcome Toolkit

How to improve your visitor welcome

Why is a good customer experience so important?

Service is the heart of a successful destination, visitors can be advocates for Durham and it's businesses meaning that they come back, stay longer and spend more money. Great service creates great ambassadors.

“Experience is the unlimited ability to improve the quality of what you have to offer”

”
Rick Pitino



The customer journey

It is essential that all interactions are positive ones. Good service happens before, during and after an interaction, with each stage having the same level of importance.



The information below helps to provide customers with the information that they need to help them to have a great experience.



1. Good arrival directions and car parking. If your organisation is not easy to find, especially via sat nav be very specific.
2. Public transport - provide information about local transport providers and their services.
3. Familiarise yourself with information on local amenities such as accommodation, visitor attractions, eating out and events.

Case study

The Park Head Hotel, Bishop Auckland

The hotel sees customer service as a vital part of their business making sure customers feel valued at all times, ensuring repeat business, positive feedback and reviews.

Several of their staff participated in the Visit County Durham “Welcome to Durham” programme alongside the national “World Host” accreditation. Both provided valuable training to assist the team in delivering outstanding customer service. This is reflected in the amount of repeat business they receive.

Going the extra mile

Think about the information passed onto customers and any support that can be provided to make their visit easier and more enjoyable.



Dealing with complaints

Greater customer satisfaction results in a more enjoyable experience but sometimes customers may have complaints. It is important that complaints are dealt with in an effective and consistent manner.

- 1 Stay calm
- 2 Listen well
- 3 Acknowledge the problem
- 4 Deal with the issue effectively and efficiently
- 5 Ensure a mutually agreeable resolution is reached
- 6 Keep a record

Return customers

70% of organisations suggest that it is cheaper to retain a customer than attract a new one.

Good experience
= return visitors



Case study

Oriental Museum, Durham

Following the successful completion of national standard customer service training, museum staff are able to apply the practical skills and techniques they've learnt. The enhanced knowledge about interacting with visitors through the whole of the visitor journey, has resulted in a unique style to welcome visitors.

Team members apply techniques during their day to day activities. Going the extra mile is something the staff always try to achieve. Their ethos is to guarantee that visitors are made to feel welcome and are encouraged to return after the excellent visitor welcome they have received.

For more information:

- www.visitbritain.org/business-advice/employ-and-manage-staff
- www.visitbritain.org/business-advice/find-training