

CUSTOMER SERVICE

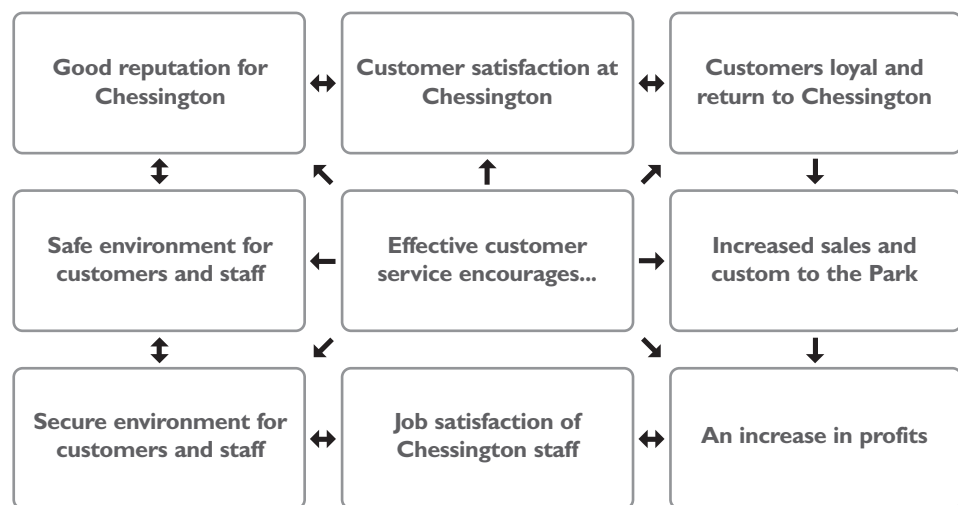


TEACHER SHEET 1

This subject offers pupils a unique insight into the various training Chessington World of Adventures & Zoo provide staff with to help them deal with Park guests effectively. The worksheets for this subject provide pupils with data collecting activities to complete on the day of their visit and further activities to undertake with their findings when they are back in the classroom. Pre-visit questions are also included as preparatory work prior to the trip.

Question 1 Notes

Answers to 'Benefits of Good Customer Service' diagram



Question 2 Notes

This question should be completed by pupils after their visit to Chessington, where their experiences on the day can be utilised as inspiration for the compilation of their mission statement. Pupils should also be encouraged to incorporate a reference to staff members into their mission statement, understanding that staff satisfaction and recognition is an important factor in good customer service.

Task Sheet 3 Notes

As an extension to this task pupils can be asked to draft an application letter for one of the job roles advertised on the website; dealing with why they think they would be a suitable candidate for the position.

Question 5 Notes

The use of an automated telephone system is predominantly for call volume and handling purposes. This system enables call handling staff to deal with customers more efficiently (without customers having to stay on hold for long periods of time). Automated systems enable calls to be divided up, allowing those customers requiring information such as ticket prices and opening times to be put through to a pre-recorded message containing the information they need. Call handling staff are then able to deal directly with customers who need to speak to someone regarding booking a ticket or other specific information relating to the attraction.

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TEACHER SHEET 2

Question 6 Notes

This exercise should be completed following the visit to Chessington. Pupils should be encouraged to use ICT tools to create the questionnaire and document the results in a bar or pie chart.

Question 7 Notes

Question 7 should be completed on site at Chessington, during the visit. The data sheet asks pupils to rate the following Merlins' rules:

- ★ **Warm welcome**
- ★ **Appearances count**
- ★ **Be prepared**
- ★ **Winning team,**
- ★ **First impression**
- ★ **Excuse me?**
- ★ **Positive thinking**
- ★ **Stars of the show**
- ★ **Fun,fun,fun**
- ★ **Litter**

Each rule should be graded using the following system:

- 1-2 = poor
- 3-4 = average
- 5-6 = above average
- 7-8 = good
- 9-10 = excellent

Question 8 Notes

Pupils should again be encouraged to utilise ICT to create their own data collection sheet. Some of the areas which pupils could consider for their own data sheets are signage, cleanliness of facilities, queue times and handling.

Question 11a Notes

This question should be considered while the pupils are on-Park. Providing the ride attendant is not too busy, pupils can also be encouraged to ask Ride Operators what provisions they make for visually impaired guests on their rides.

Question 12a-c Notes

This question should be tackled as a post-visit exercise. Pupils should consider Chessington's expectations of staff handling customer complaints when performing their role play exercise and think about the correct way of conducting themselves as though they work at the attraction.



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PUPIL SHEET 1

MERLINS' TEN MAGICAL RULES OF CUSTOMER SATISFACTION

Chessington World of Adventures & Zoo is part of the Merlin Group. The Merlin Group encourage all staff members to consider the following rules when dealing with customers:

1. **Warm welcome** – the key to a successful Merlin attraction
2. **First impressions** – are lasting, and our visitors will remember the impression you give
3. **Stars of the show** – you are part of the show, your presence can bring the attractions 'alive'
4. **Appearances count** – you are on show, look the part to meet our visitors
5. **Excuse me?** – know the Park/Hotel and be ready to answer questions
6. **Fun, fun, fun** – you are in the entertainment business, show you enjoy your work
7. **Be prepared** – for unexpected emergencies and know how to handle any situation
8. **Positive thinking** – take the initiative, make suggestions to make your attraction even better
9. **Litter** – is everyone's problem, so take pride in your site
10. **Winning team** – work together and use your talents to the best

INTRODUCTION

Customers are the most important part of a leisure and tourism business and providing a high level of service to the customers is vital if you are to encourage your customers to return time and time again.

Customer service involves all contact with the customer, be it face to face, or indirect contact (i.e. dealing with complaint letters). Good customer service involves putting the customer first and brings numerous benefits to an organisation, including: increased sales, satisfied customers and a good public image.

FUN FACTS

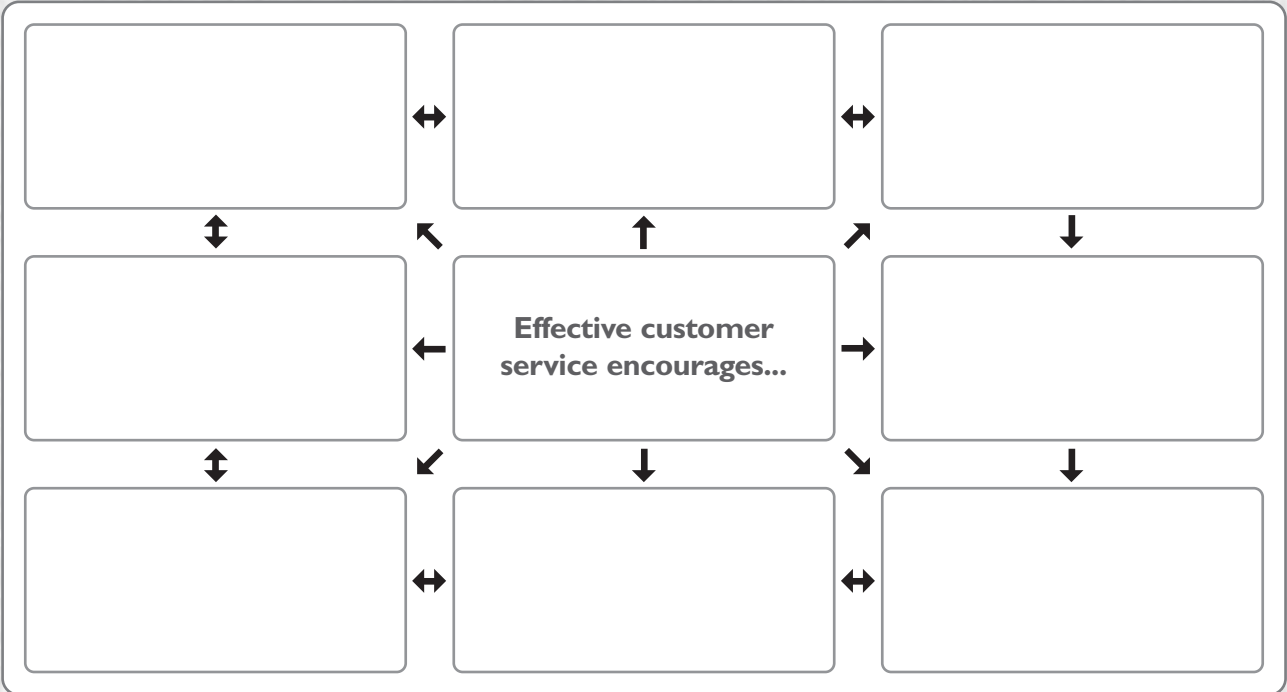
- ★ The number of guests at Chessington can range from anywhere between 400 to 13,000 depending on the time of year.
- ★ Chessington contains twenty catering units, nine shops, and nearly thirty rides and attractions.





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PUPIL SHEET 2



QUESTION 1 Complete the above diagram detailing the effects of good customer service.

CUSTOMER SATISFACTION AT CHESSINGTON

As part of the Merlin Group, Chessington World of Adventures & Zoo shares the following mission statement: **'Its aim is to deliver unique, memorable and rewarding experiences to millions of visitors across its growing estate'**.

QUESTION 2 Create an alternative mission statement for Chessington, setting out your objectives and goals based on your experiences at the Park.

INTERNAL CUSTOMERS AT CHESSINGTON

Over twenty different departments work together at Chessington. These make up our internal customers and include: Finance, Warehouse, Cash Office, Payroll, Marketing, PR, Human Resources, Engineering and Maintenance, Medical Services, Guest Experiences (including Security), Presentations, Park Cleaning, Admissions, Education, Sales Team, Retail, and Zoo staff. These are split into 'Front of House' functions and 'Support' functions. Recruitment at Chessington is handled by the Human Resources department.



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PUPIL SHEET 3



CHESSINGTON STAFF

In addition to advertising staff vacancies in relevant publications; Chessington details any job vacancies on the website.



TASK

Visit the Chessington website at www.chessington.com - navigate round the website until you find the Chessington recruitment page. Are there any vacancies posted? If so, what are they for? Discuss the nature of the job / jobs and detail the kind of qualities, skills and experience a potential employee would need to have to fulfil this role.

NEW STAFF MEMBERS

Chessington's staff are expected to:

- ★ Behave professionally
- ★ Wear the appropriate uniform
- ★ Maintain standards of appearance
- ★ Ensure that the place of work is clean and tidy
- ★ Anticipate potential guest problems/hazards and resolve them before they trouble guests
- ★ Enhance guest relations by encouraging guest feedback

QUESTION 3

Name three organisations that require their staff to wear a uniform. Given the nature of each company, suggest reasons for this (for example health and safety reasons).

EXTERNAL CUSTOMERS AT CHESSINGTON

Chessington customers can be very diverse but all expect an equal level of customer service. Guests may visit the Park as individuals, as a part of a group, with people of different ages or with non-English speakers. Visitors may also have special needs, for example wheelchair access or facilities for young children.

QUESTION 4

What facilities and customer service requirements do you think a parent with a young child might have?

QUESTION 5

Chessington uses an automated telephone system to deal with some of the calls to the Park. What type of calls do you think are handled this way and why?



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PUPIL SHEET 4

MARKET RESEARCH

This is a device used by companies to find out exactly what customers want and can be gathered in several ways including; questionnaires, focus groups and telephone interviews. Market research is undertaken to find out what a company can offer customers to meet their needs and requirements. Chessington uses this process in many forms including our customer satisfaction questionnaire (right).



QUESTION 6

Create your own customer satisfaction questionnaire for Chessington. Ask five classmates to complete your questionnaire and record your results.

CUSTOMER COMPLAINTS:

Staff at Chessington are taught to deal with complaints in the following way:

- ★ Stay calm
- ★ Empathise/sympathise with the customer
- ★ Use positive body language
- ★ Don't justify – offer solutions, not explanations
- ★ Use an area where staff and guest feel comfortable to deal with the complaint
- ★ Listen – be patient and pay attention
- ★ Try to find out what can be done to make the guest feel better and act on it
- ★ Be aware of when to call for assistance
- ★ Make sure any further communication is as agreed with the guest

QUESTION 7

Data collection (or observation) sheets are a good way of recording how well an organisation is performing. The following data collection sheet (over the page) can be used on the day of your visit to Chessington. Complete the form by ticking the appropriately numbered box, detailing how you think Chessington performs in the categories listed.

The ratings system is as follows:

- 1-2 = poor
- 3-4 = average
- 5-6 = above average
- 7-8 = good
- 9-10 = excellent



CUSTOMER SERVICE

PUPIL SHEET 5

MERLINS RULES

Rule	1	2	3	4	5	6	7	8	9	10
Warm welcome – key to a successful Merlin attraction										
First impressions – visitors will remember the impression you give										
Stars of the show – you are part of the show and your presence can bring the attraction ‘alive’										
Appearances count – you are on show – look the part to meet our guests										
Excuse me? – know the Park and be ready to answer questions										
Fun, fun, fun – you are in the entertainment business, show you enjoy your work										
Be prepared – for unexpected emergencies and know how to handle any event										
Positive thinking – take the initiative, make suggestions to make your attraction even better										
Litter – is everyone’s problem so take pride in your site										
Winning team – work together and use your talents to the best										

QUESTION 8

Before your visit create your own data collection sheet for use on the day of your trip, detailing areas you think are important for monitoring performance levels. Some of the areas you might want to include are: signage (are the attractions/rides well signposted?), cleanliness of facilities and queue time for rides (are queues well handled?)

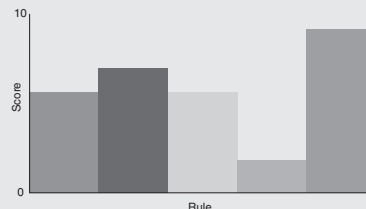
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PUPIL SHEET 6



QUESTION 9

Once you have completed both data collection sheets following your visit to Chessington, present your data in a graph (similar to the one opposite).



QUESTION 10

Either using the data collected from the 'Merlins Rules sheet or findings from the observation sheet you have compiled, focus on one area you feel offers the most room for improvement. Draft a letter to the Chessington General Manager, detailing ways in which you feel improvements could be made in this area.

QUESTION 11a

During your visit to Chessington, consider provisions and features our visually impaired visitors might need when they visit the attraction. What evidence can you find at the Park that these guests are catered for?

QUESTION 11b

If you were responsible for introducing changes to accommodate visually impaired guests, what would you introduce? What implications would this have on internal customers delivering good customer service?

QUESTION 11c

Now draft a letter to Chessington's General Manager, outlining your suggestions for visually impaired visitors.

QUESTION 12a

Following your visit to Chessington you have probably experienced customer service in action. Get into pairs and create a role play exercise focusing on a 'typical' interaction between a visitor and a member of the Chessington staff. One example could be a customer complaint that the queue was too long for a ride. How would you deal with this situation if you were a staff member?

QUESTION 12b

Once you have explored the nature of the complaint and the response to it in your role play, follow this up by drafting a letter of complaint. The letter should clearly set out your reasons for complaining and the course of action you would like to see taken.

QUESTION 12c

Now assuming you are a Chessington staff member, write a response to the letter addressing the areas of dissatisfaction and offering a suitable explanation.