



## Customer Service Plan 2016

Farmer Palmer's Farm Park team deal with customers directly and personally, in a friendly and understanding way. We aim to delight our customers which will result in more meaning and gratification for our team and their job roles - This leads to higher efficiency of resources and provides a game plan for working on those areas most important to our customers, while reducing distractions or stress that can curtail our progress. The reward is happy customers, happy team resulting in good retention and longevity for the business.

We do this by assessing our Customer Service (in real time daily and at monthly Supervisor meetings). We understand our customers' requirements, and by choosing the correct people at interview stage, inducting and educating the team, adding merit rewards as incentives, we ensure our "can I help attitude" delivers a memorable day out, reducing stress for parents, children and team members..

We deliver an honest product overview, describing our Farm Park, the services we provide by brochure, website and adverts, including testimonials and prices. We are committed to do whatever it takes to create satisfied customers, as Directors we lead by example.

From initial enquiry by phone, web, social media, (contact info printed on all materials), or by stepping in the door for the first time, our team, are always available to answer questions. Customers should not be kept waiting in lines or left on hold when calling.

We build loyalty and establish a long-term relationship with each customer by exceptional value annual passes, occasional discount coupons for future business, direct mail newsletter to customers and over 10,000 likes on Facebook.

In our marketing materials, we don't promise what we can't deliver. We know the features and benefits that matter most to our customers, and we are careful not to oversell.





Much of our future development/service ideas are based on information provided by our customers who are frequently interacting with our team. We review our various methods of customer feedback (See our Customer Care Monitoring Policy) which, in turn, is relayed to team in meetings. This enables us to eliminate errors wherever possible, implement suggestions and generally aim to please.

We've determined what our customers should expect from us. All employees know what's important to our customers. We encourage "wowing the customer."

We make it easy for our customers to deal with us. The team are encouraged to resolve customer issues, as quickly and smoothly as possible. We aim to resolve any customer complaints we may receive with an immediate, stage 1 response. Further information may well be requested to investigate the claim, then clear feedback and resolution where required.

Our business is built on all employees respecting each other. All employees firmly understand our product/service. They possess the right tools and skills to perform their roles consistently and with an air of fun. All employees feel that customer satisfaction is part of their job.

We constantly work to improve our systems and products for the benefit of the customer and continuity of the success of the business in the future.

