



## Items Covered in our Customer Care Policy

### Quality Factors in our Customer Service

1. **Introduction**
2. **Employee Engagement:** Ensure our team are trained and competent to deliver our ethos and service.
3. **Involving our customers with Empathy:** People are people, will be treated individually with the personal response
4. **Reliability:** Consistent delivery and appropriate levels of performance
5. **Reaching us and Responsiveness:** Tailored responses and intelligent flexibility
6. **How we communicate:** Word of mouth, social media etc
7. **Commitment: On site appreciation**
8. **Aftercare and Assurance:** Trust in our offer, our people and our product
9. **Measuring how we perform:** Feedback is a learning tool

*We recognise: Customer dissatisfaction or Broken promises have a negative impact*





## Customer Care Policy

“Every day is a customer day. We treat every customer as we would wish to be treated ourselves, with respect, courtesy, understanding and a smile”

We recognise Excellent customer service does not simply come from a friendly transaction or helpful technology—it is the result of truly understanding our customer’s expectations and putting the right guidelines and service standards in place to exceed them.

Simply put, we focus on our team, the Farm Park operations and processes with customers at our core. Ensuring customers feel part of our “extended family” as we help them create a memorable visitor day out.

Our Ethos, Treat every customer as you would like to be treated. We achieve this by truly understanding our customer’s expectations, develop relationships and make everyone feel part of our “extended family” where nothing is too much trouble as they create their memorable day out. Never oversell but be consistent.

How do we do this? Teams on the front line (shop, animal barn, restaurant, pony rides, monitors, face-painters and birthday parties) are unified by a common purpose and quality standards.

This empowers them to perform because they have clear service expectations leaving them free to deliver their specialised knowledge, help and increased awareness with the customers they come into contact with, resulting in a personal service which delivers a unified care, creating one cohesive feeling for our customers.

We make sure we understand what it is that our customers need via the monitors in place and develop our services around the realistic customers’ expectations. We are truthful about what we can do. Some things can be resolved immediately, some take time and planning. We know we can’t change things over night, but **we are determined to try and be one step ahead to stand out from the crowd.**





## Employee Engagement:

We recognise that we rely on our committed team to deliver our vision of Farmer Palmers Customer Care.

- We recruit individuals who show the desired behaviour's that best align with our values helping to ensure that the people we hire support our ethos.
- Employees at the front line are empowered to perform because they are equipped with the right tools and clear service expectations
- Ensure we work as a team, supporting each other and incorporating multi-departmental working experiences.
- Give all team members the opportunity to access training courses.
- Reinforce team members behaviour through positive feedback resulting in motivated employees who feel valued and appreciated will make sure their customers do as well.
- When team members' behaviors are reinforced through positive feedback, they are motivated to continue delivering extraordinary service. In short, employees who feel valued and appreciated will make sure their customers do as well.
- There are four interconnected processes that define us: culture: employee selection, training, care and communication. Each is crucial to creating and nurturing a culture of excellence. With a rich tradition and heritage built upon creating memorable experiences, Farmer Palmers has consistently worked to attract, develop and retain employees dedicated to this vision.
- The orientation process and training reinforces Farmer Palmers principles as well as impart new skills and knowledge. The way you train individuals is a reflection of your culture, and too many businesses





### **Involving our customers with Empathy:**

We aim to achieve the desire, by experience and word of mouth, for our customers to want to visit.

Our visitors range from locals, day trippers, holiday makers, overseas visitors, family generations from Great grandparents to newborn babies. They, together with our teams, have helped us define the commitments set out in this document and help us shape the continual improvements in customer care. We will:

- Regularly ask our customers for their opinions about our service
- Ensure that our customers help shape the services we deliver through feedback monitors (Social media, website, surveys, visitor book, evaluation forms, emails and team feedback)
- Be realistic and honest about what we can and cannot do

### **Reliability:**

All of the processes we use on a day to day basis have been developed to deliver a thoroughly consistent approach to the offer that customers expect at each visit.

- The Farmer Palmer family day out will not be oversold in our promotions so that we do not run the risk of creating an offer that we can not deliver
- The team will receive training in all areas of the business that brings them into direct contact with our customers
- Be realistic and honest about what we can and cannot do





### Reaching Us and Responsiveness:

We will provide different ways to help people contact us and access the help they need. We will

- Provide a welcoming, friendly environment, easily accessible to all
- Publish opening hours and our services/contact information through the website, social media, brochures, adverts and tourism partners.
- Embrace ever changing social media and review sites. Comment options on the website contact us page and within links on online partners – Google+, Trip Advisor, Instagram, Twitter, Netmums, You Tube
- Informative Samsung phone system which gives options and opening times/events etc
- They can reach us by post
- 1 main Email address – [info@farmerpalmers.co.uk](mailto:info@farmerpalmers.co.uk) and then departmental addresses for specific team communication.
- . Monitoring regularly and comments responded to where necessary

**How?** Team members are encouraged to actively seek contact with guests. To be assertively friendly.

Eg: They will approach an individual who appears to be confused or struggling with a tray before they ask for help

Eg. Family would like everyone in the picture. We offer “I’d be glad to take the picture for you,” he said. That’s assertively friendly.





### How we communicate:

We want to make every contact a positive experience for our customers. We will:

- Always listen carefully to what customers and team say.
- Be polite and honest.
- Give our contact details and take customers key details
- Ask the right questions and initiate an investigation where necessary.
- Let people know what will happen next.
- Point people in the right direction if we can't help.
- Ensure confidentiality as part of our data protection policy.
- Write letters, emails and publications that are clear, concise and easy to understand.
- Respond to letters and emails within 24 hours initially and 3 or 4 days to resolve, where appropriate.
- Ensure answer-phone messages are clear and offer an alternative contact.
- Newsletters for each customer who arrives with the latest news.
- Quarterly newsletters and blogs.





### **Commitment - On site appreciation:**

We treat others as we expected to be treated ourselves. As part of our family belief we value respect, courteous behaviour, good moral values and politeness. Therefore we have always had a Good conduct Guide displayed.

## **GOOD CONDUCT GUIDE**

**We aim to entertain under 8's. We are happy to welcome older children on the basis that they respect our younger visitors and facilities and behave accordingly. May we remind parents/ guardians that all children must be strictly supervised at all times. Management feel it is their duty to reserve the right to ask unruly children and their families to leave for the enjoyment and safety of others.**

### **After care:**

**Inclusion after any contact is important so that we can keep them happy.**

- Dependable customers continue to enjoy us and in return we communicate, inform, resolve and move forward.
- Website contact and newsletter pages and contact us page and links.
- Ensure website is kept updated with key elements and news.
- Social media opportunities to share their day out with others
- Individual responses from Directors where appropriate





## Measuring how we perform within our Monitoring Policy Framework Document

We want to make sure that our commitment to Customer Care is making a difference, and we will assess our success by measuring what our customer's value. We will:

- Seek regular feedback on Customer satisfaction via social media, Trip Advisor, survey's, evaluation forms, web feedback pages and talking to our customers.
- Publish details of how customers can tell us about complaints, pay compliments and give us their comments.
- Investigate all complaints thoroughly, as quickly as possible, and learn from mistakes, and be pro-active in ensuring they do not happen again.
- Annually review specific Customer Care standards.
- Feedback to Supervisors meetings to guarantee our teams are updated with compliments and any complaint, this in turn confirms that they are aware of changes and actions etc.

## Your comments

If you would like to comment on Farmer Palmer's approach to Customer Care, please send your views.

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