

Farmer Palmer's Customer Care Monitoring Policy

Customer Care begins with the team, works via good communication and empathy. We have the following mechanisms in place which are either acted on immediately or within 3 or 4 days after answers required.

Reviewed at Monthly Supervisors meetings. Feedback to team by various routes including FFPF What's App groups.

Customer Care Begins with the Team Communication

Monitoring processes	Response mechanism	Comments	Impact
Talking to each other	Immediate response	Customers child lost their most favourite "penguin toy in the whole world"	All staff looking and found on tractor ride.
What's App	Team members can communicate with each other 24/7	Do we have any guinea pigs for sale? Facebook comments	Answer can be found by what's app and reply to customer. Prevents wasted journey & disappointed children.,
Staff Merit*/suggestion box *Issued by supervisors Staff ideas Collected monthly	Merits awarded for service above and beyond the expected. Financial reward for most merits. Recognition in Newsletter for customers. Collected monthly and responded to. Ideas can be fed back in Monthly Staff Memo.	We should develop our Please see appendix 2	Gives team members the opportunity to earn a bonus for going above and beyond the call of duty. Monthly winner's names put into newsletter to inform all customers
Radios	Immediate response	Excellent for helping to find a lost child. Nozzles in outside splash zone not working properly	Description etc given and always find parents. Maintenance man can get straight to the source of the inconvenience.
Staff Training	Inhouse and online training for all team members and inductions	Team members mentioned individually and on review sites for excellent customer service	Makes us a destination that customers can expect to be cared for.

Digital Report Printed off for team to see monthly.

Monitoring processes	Response mechanism	Comments	Impact
Trip Advisor Set up on Computers, iPad and iPhones for review by 1 person.	Replied to by Sandra Palmer to deliver consistency in responses and direct action.	Last year we visited and had a fantastic time, but my one gripe was that your coffee was substandard in the restaurant.	We returned last week and I smiled when I was handed your leaflet with the Nespresso advert on the cover! My father and I enjoyed using your Nespresso machine, and the value across your park is outstanding. My daughter always loves her time at your farm park. Thank you for listening to customers!
Facebook Almost 10,000 followers.	Set up on Brower and Pages on iPhones, iPads so key members of staff can comment DAY or NIGHT.	Has anyone found a grey hoodie with white writing? I need to book a birthday party this Saturday and it is Urgent!	Sent to WhatsApp group, found. Returned to happy customer. Lots of Facebook communication but party booked at short notice and all went well.
SOCIAL MEDIA Twitter July Google+ Pinterest You Tube Instagram Vine Net mums	Emma Shaw is employed to Monitor, reply, create interest and work with our partners i.e. Poole Tourism consistency in responses and direct action.	Go online	Awareness building for customers research, engage and make informed decisions. Also offers the opportunity to post pictures of their day for all to see
WEBSITE – comment page AND EMAIL	Feeds directly into 1 email address. Acted upon within 6-36 hours	Requests for raffle prizes. Brochure requests Group bookings Annual pass queries Rehome animals	Rewarding interaction with direct results for our customers
Website Q&A Page	Upfront opportunity to add customer questions to satisfy their research	Do you allow smoking	Outline our approach and provision for those who need to smoke.

Paper & Phone

Monitoring processes	Response mechanism	Comments	Impact
Recording phone messages and answerphone system to ensure we do not lose people	Calls returned, bookings made. Calls recorded and dates/requests can be verified after the event.	Potential Customer wanted free tickets claiming to promote our brochure in their shop. Investigative calls later resulted the blatant lie and we refused entry before they arrived. (Not dealt with someone so "blackmailing" for a long time and left member of staff shaking.	Able to verify and monitor customer needs and attitude in their voice.
Evaluation forms for group visits and parents with birthday parties 43 forms back mostly good response	Immediate evaluation action where necessary Positive ideas or Complaints resolved within 2 days reviewed by Party Team & Directors.	Bigger Party Rooms Separate tractor rides when busy	At weekends rides for birthdays are allocated. This is then adopted on busy holiday days.
Surveys Twitter Mailchimp	Review and respond. Report back to staff	Party Bags query	Customers have involvement in our decision making that would directly impact on them.
Trip Advisor reminder cards	Shop staff give out on way out, backed up by posters and verbal reminders	Employees congratulated	Able to give merits to team members
Infusionsoft	Customer Focused communication		Relevant information to customer needs, less spam
Award Processes	Detailed evaluation of the Company	Valuable opportunity to analyse areas of business.	Gain feedback from sponsors and learn
Visit England Quality Assurance Visitor Journey Annually	Direct feedback from evaluator. Report and action list created by ourselves for improvements.	*More information signs	Actioned and customers love it, water sales being reviewed! Being done and will keep the homepage fresh.

Reviewing

Monitoring processes	Response mechanism	Comments	Impact
Monthly Supervisors Meeting	Feedback from customers and staff included in the whole farm park and departmental approach	Staff, Customer and Social Media feedback built into Park plans	Awareness between the team equals mindfulness and responsiveness.
RIDDOR forms monitoring accidents	Immediate remedy if required. Phone call to follow up within 48 hrs.	Customers not sharing go-karts. More monitoring needed	Changes Monitor Rota to improve surveillance. Items added to Risk Assessment.
Free Family Entry Ticket Record	Requests contacted within 12 hours or tickets sent out within 24 (with SAE)	Average 15 a week sent out to fundraising charities and local community groups	Families who could not afford a day out here get to enjoy us. In return, we get marketing into new venues.

APPENDIX

1



Appendix 2 The main merit reasons for Staff

Adapting to Changing situations

Assisting customers with trays

Assisting customers with pushchairs

Being pro-active and helpful

Calming panicking parents as they have mislaid their children

Clearing up wee, poo & sick *

Coming in on their day off to cover

Desire to learn the next thing

Detection of fake money

Empathy and care in First Aid situations even though you are not the first aider.

Enthusiasm

Helpful attitude to other team members and public

Inter departmental working
Locating lost children
Mindful Monitoring
Organisation
Perfectionist
Taking initiative
Trying new job roles
Patience
Teaching younger members of staff
Upselling skills and beating previous records in a day
Unsolicited offers of help
Working flat out with a smile