



## 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. **Commitment: We have a GOOD CONDUCT GUIDE DISPLAYED**
5. **Reliability:** Consistent delivery and appropriate levels of performance
6. **Reaching us and Responsiveness:** Tailored responses and intelligent flexibility
7. **How we communicate**
8. **Aftercare and Assurance:** Trust in our offer, our people and our product
9. **Tangibles:** Give a sense of purchase/ownership/belonging
10. **Recognise:** Customer dissatisfaction or Broken promises have a negative impact

## Associated documents

### Customer Service Plan, Monitoring Policy Framework





## 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.

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 Palms Customer Care.

- We recruit individuals who show the desired behaviours 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' behaviours 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.

### **Involving our customers:**

This creates greater intent to return and recommend, as well as a stronger competitive edge.

Our visitors range from locals, day trippers, holiday makers, overseas visitors, family generations from Great grandparents to new born 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

### **We have a GOOD CONDUCT GUIDE DISPLAYED:**





Not use offensive, discourteous or threatening language or behaviour whenever dealing with our staff or partners. Have consideration for other people that use our services when sharing our reception areas and resources with others.

### 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, Net Mums, 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.

Every team member is encouraged to be an effective communicator. For example, everything at Farmer Palmers runs right on time—animal demos, rides etc.

1. If the tractor ride is full, the driver explains exactly how long it will be until they are back for the next ride.
2. The staff is also trained to answer common questions, even if it's "not their job." Eg. Have a timetable of events to hand.





## Measuring how we perform within our Monitoring Policy framework

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.

### 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 with repeat visits and even annual pass.
- Website contact and newsletter pages and contact us page and links.
- Ensure website is kept updated with key elements and news.

#### Things we strive to do better:

- All wear our company name badge whilst at work
- Introduce ourselves



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## Your comments

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

Call: 01202 622 022 Email: [info@farmerpalmers.co.uk](mailto:info@farmerpalmers.co.uk)

This document is available in large font available from [info@farmerpalmers.co.uk](mailto:info@farmerpalmers.co.uk) or telephone 01202 622022

*We will ensure that personal information held about people is used and protected in line with the guidelines relating to the Data Protection Act 1998*

*Review This Customer Care Policy is due to be reviewed in March 2018 unless there are any substantial changes to legislation or regulation, or deficiencies are found which necessitate an earlier review.*

