



## Client Service Plan

Farmer Palmer's Farm Park team deal with clients directly and personally, in a friendly and understanding way. We aim to delight our clients which will result's 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 clients, while reducing distractions or stress that can curtail our progress. The reward is happy clients, happy team resulting in good retention and longevity for the business.

We do this by assessing our Client Service (in real time daily and at monthly Supervisor meetings). We understand our clients' 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 clients, 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. Our phone system assists us not to keep clients waiting in lines or left on hold when calling.

We build loyalty and establish a long-term relationship with each client by exceptional value annual passes, bespoke Bump2Baby passes, 3 language specific monthly newsletters, active social media communication, offer days, non-discounting policy tailored to our avatar clients. (Currently over 16,000 likes on Facebook, 6,000+ Annual Pass Holders).

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

Much of our future development/service ideas are based on information provided by our clients who are frequently interacting with our team. We review our various methods of client feedback (See our Client 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 clients should expect from us. All team members know what's important to our clients. We encourage "wowing the client."

We make it easy for our clients to deal with us. The team are encouraged to resolve client issues, as quickly and smoothly as possible. We aim to resolve any client 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 team members respecting each other & firmly understanding our values, ethos, product and service. They possess the right tools and skills to perform their roles consistently and with an air of fun. All team members feel that client satisfaction is part of their job. We constantly work to improve our systems and products for the benefit of the client and continuity of the success of the business in the future.