



Farmer Palmer's Client Care Monitoring Policy

- Clients needs are absorbed into Farmer Palmers, every hour, from multiple ways.
- They are all opportunities to grow.
- Care begins with our team recognising every conversation is important and clear communication, based upon our client's needs, can lead to positive resolutions.
- We recognise that we need to distinguish if enquiries or complaints are based upon feelings or facts.
- We identify with the things that are important to our Clients.
- All communication will be responded to by the team member with the skills to help.
- We have mechanisms in place which are either acted on immediately or, where answers/investigations are required, within 3 or 4 days.
- Complaints are acknowledged, questioned, investigated, reported back and resolved
- We have a good conduct guide and we accept that not all clients are a good fit for Farmer Palmers.
- There is a structured method of anonymous feedback to our teams, where learning opportunities are appropriate.

Client Care Begins with the Team Communication

| Monitoring processes | Response mechanism | Examples / Comments | Impact |
|----------------------------------------------------------|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| Pre-visit and Arrival Welcome | Face to Face Interaction | Familiarisation with our site, brochure & timetable. | Setting customer expectations |
| Listening, talking, assessing needs in plain language | Immediate response | Clients child lost their most favourite "penguin toy in the whole world" | All team members looked and the treasured toy found on tractor ride. |
| What's App Department Groups Management Groups | Team members can communicate with each other 24/7 | A Facebook Request Do we have any guinea pigs for sale? | Immediate update. Prevents wasted journey & disappointed children. |
| On site Radios | Immediate response | Excellent for helping to find a lost child. Nozzles in outside splashzone not working properly | Description etc given and always find parents. Maintenance man can get straight to the source of the inconvenience. |
| Team members Training Be consistent | Ongoing out-sourced, inhouse and online training. Inductions and Client Service Training | Team members mentioned individually and as a whole on review sites for excellent Client service | Makes us a destination that Clients can expect to be cared for. |
| Employee of the Month Team members Suggestion Box | Recognition Letters. Team member slot in Client Newsletters Monthly Team members Memo. | Going above and beyond to help others, beyond the call of duty. | Guarantees team retention, delivery of service and ultimately client satisfaction. |

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| | Ideas acted upon | | |
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Digital Communications

| Monitoring processes | Response mechanism | Comments | Impact |
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| Trip Advisor 1113 reviews 805 Exc 223 VG 52 AV 16 Poor 17 Terrible | Replied to by Sandra Palmer to deliver consistency in language, responses and direct action. | Last year we visited and had a fantastic time, but my one gripe was that your coffee was pretty 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 Clients! |
| Facebook Almost 10,000 in 2016 Over 16K followers now. Reach 156K | Facebook Pages set up on phones/iPad/computers Enabling 24/7 replies. | 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 Client. Lots of Facebook communication but party booked at short notice and all went well. |
| SOCIAL MEDIA Twitter Pinterest You Tube Instagram Net mums | 24 hours a week + allocated to Social Media and Marketing. Dedicated team member to Monitor, reply, create interest and work with our partners | Image rich and developing videos. Bloggers come to us. Platforms constantly evolving. | Awareness building for Clients research, engage and make informed decisions. Also offers the opportunity to post pictures of their day for all to see |

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| GOOGLE REVIEWS 58K views 40K searches in month 87K Activity | 1121 responded to equalling 4.7 / 5. | Visit website 4.32K Request directions 2.19K Call us 128 Bit Small | Tailored response clarifying planning restrictions. |
| WEBSITE – Contact Us AND EMAIL | Feeds directly into 1 email address. Acted upon within 6 hours – 4 days if investigation | Requests for raffle prizes. Brochure requests Group bookings Annual pass queries Rehome animals | Rewarding interaction with direct results for our Clients |
| Website Q&A Page | Upfront opportunity to add Client 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 |
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| Recording phone messages and answerphone system to ensure we do not loose people | Calls returned, bookings made. Calls recorded and dates/requests can be verified after the event. | Potential Client 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 team members shaking. | Able to verify and monitor Client needs and attitude in their voice. |
| Evaluation forms group visits birthday parties | Immediate evaluation action where necessary Positive ideas or Complaints timeline followed Incorporated in Agenda for team members quarterly meetings | Bigger Party Rooms Separate tractor rides when busy | We re-invested in them. At weekends rides for birthdays are allocated. This is then adopted on busy holiday days. |
| Surveys Twitter Mailchimp | Set in clear, simple language with timelines Collate responses Review Respond if possible. | Party bags content request | Clients ideas for a return voucher was incorporated, giving involvement in our decision making that would directly impact |

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| T | Report findings | | on them. |
| Trip Advisor reminder cards | Shop team members give out on way out, backed up by posters and verbal reminders | Employees congratulated | Able to give merits to team members |
| 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 2015 – add free water at the till 2016 Visible Twitter feed on the new website home page | *18 added in 2016 Actioned and Clients love it, water sales being reviewed! Being done and will keep the homepage fresh. |

Reviewing & Feedback

| Monitoring processes | Response mechanism | Comments | Impact |
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| Monthly Supervisors Meeting | Feedback from Clients and team members included in the whole farm park and departmental approach | Staff, Client and Social Media feedback built into Park plans | Awareness between the team equals mindfulness and responsiveness. |
| Accident/Incident & RIDDOR risk assessment forms monitoring accidents | Immediate remedy if required. Phone call to follow up within 48 hrs. Accidents | Clients not sharing go-karts. More monitoring needed Follow up call | Changes Monitor Rota to improve surveillance. Items added to Risk Assessment. Card sometimes sent. |
| 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. |
| Best Practice Memberships NFAN BofD | What's app groups for best practice questions | How items are received by operators and customers | Actions for new equipment/processes can be carefully considered. |

