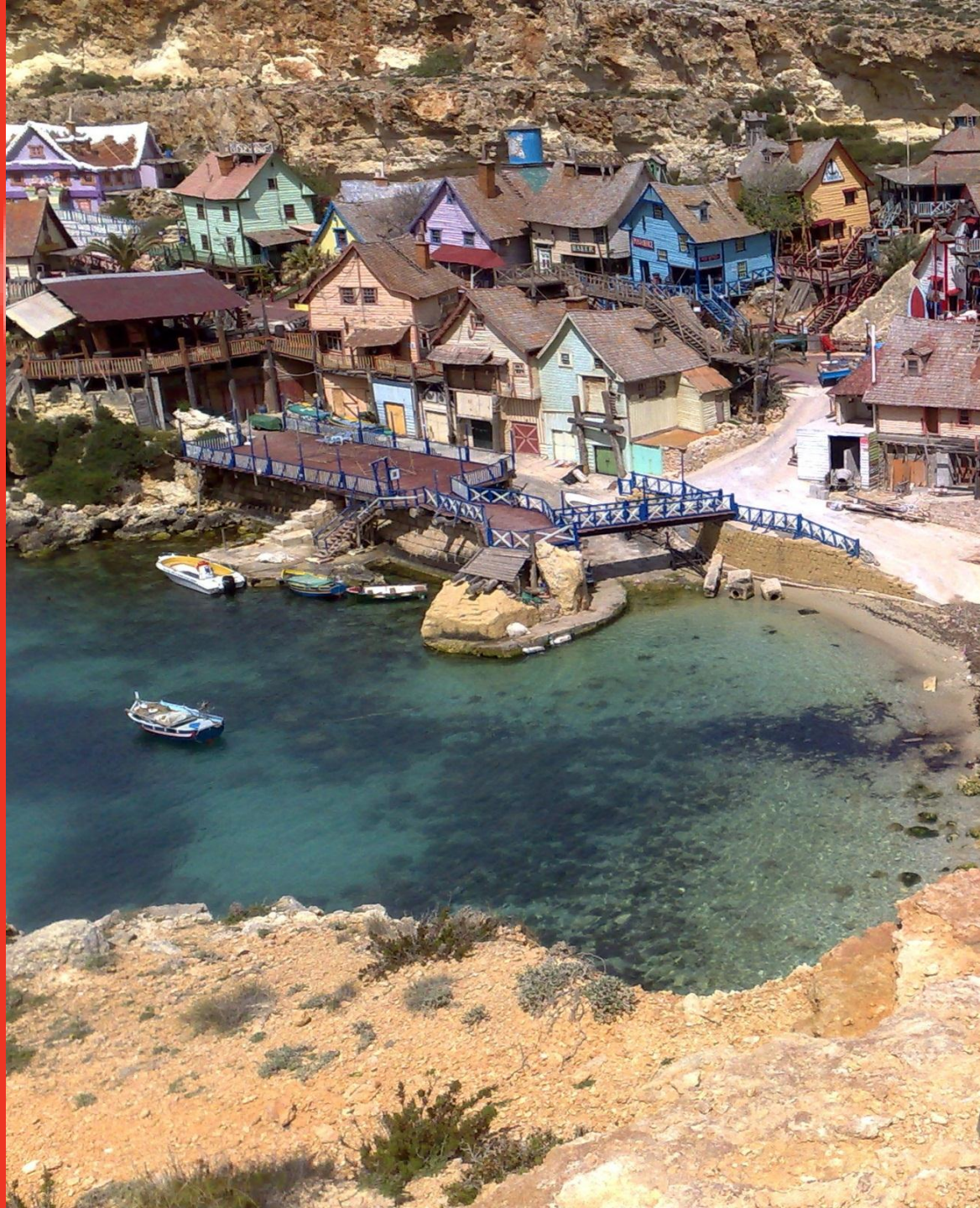


# Malta Tourism Authority

## Exceeding Visitor Expectations

Hazel Hook

**April 2012**



## Workshop objectives:

- Understand why quality matters
- Personal service v practical facilities
- The importance of the brand
- Set workable service standards
- Visitor feedback
- Accessibility



## Why Quality Matters?

- Exceeds the expectations of the visitor
- Creates Ambassadors for your business
- Maximises any potential for increasing secondary spend
- Provides perceived value for money
- Generates repeat business through word of mouth recommendations



## Visitors .....

- Are the most important people
- Do not interrupt our work
- Respond to a soft sell approach
- Are to be listened to
- Have individual needs
- Are the lifeblood of our industry



# Exercise 1

Personal Service v Practical Facilities



## Personal Service

- Patience and Understanding
- Tolerance
- Positive 'can do' attitude
- Smile and Welcome
- Empathy
- Genuine interest in the visitor's needs
- Advice & guidance
- A desire to want to exceed the visitor's expectations

## Practical Facilities

- Car parks
- Toilets
- Tea rooms / cafes
- Shops
- Guide books / audio tours

## Ambassadors .....

- Understand your business
- Appreciate the needs of **ALL** your visitors
- Are appropriately dressed
- Demonstrate pride in the part they play
- Deal with the problem, not the question
- Are empowered to take responsibility
- Are aware of who compliments the attraction and are capable of cross-selling



## Quality / Service?





## Exercise 2

Logo Perception



## Logo Perception

- Value for money
- Good / Bad customer service
- Ethical / Unethical
- Loyalty
- Expensive / Inexpensive



“Customer service is not a department,  
it is an attitude”

## Exercise 3

Setting Service Standards





## Exercise 2:

**Service Standard:** To be welcomed and treated in a helpful and friendly manner

Meet this expectation by:

- Warm greeting given on arrival
- Enquire if this is a first visit to the attraction
- Make eye contact and smile

Accessibility

The Business Case



## The Business Case for Improving Accessibility

- 1 in 5 people in England has an impairment
- Income of £2 billion per year is generated by English tourism businesses - **FACT**
- Improvements are quickly recognised and rewarded on TripAdvisor or Facebook



## An Accessible Attitude ...

- Always asks – never assumes
- Sees the person – not the disability
- Understands that **accessibility and quality** go hand in hand





## Assumptions are bad ...

"It's too expensive and I never have disabled customers"

**Are you sure?**



# Accessibility

Barriers to Accessibility



# Visitor Feedback

Compliments and Complaints



## Compliments and Complaints: are they ...

- Recorded
- Displayed
- Passed on by staff
- Shared with you
- Used to benchmark



## Dealing with Difficult Situations

- Who contributes when things go wrong?
- Control of non-verbal actions
- Assertive v aggressive
- Diffuse and control
- Follow procedures
- Managing your stress

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**Thank You!**

**Any Questions?**



**Remember:** The bitterness  
of poor quality remains  
long after the sweetness of  
low price is forgotten



## Exercise 4

ACTION PLAN

