



BREAN LEISURE PARK CUSTOMER SERVICE FACT SHEET

1. Who are our customers?

For the leisure park we are aiming to attract people that live within 1 – 1 ½ hours drive. Brean is now the 2nd largest caravan and camping destination in the UK and has 55,000 beds in the Summer and therefore we are looking to attract customers staying on other holiday parks in Brean that are within walking distance.

Customers that stay on our adjoining Holiday Resort Unity come from the Midlands, Scotland, London, Manchester, Bristol, Wales and sometimes even as far as Scotland. We occasionally get visitors from the continent such as Germany, France & Holiday.

2. What type of customers do we try to attract?

Families are our key target market for both holidays and day our trade particularly during school holidays. Outside of school holidays we look at attracting different groups of people in order to keep the Resort going during quiet periods and this include breaks for Over 50's and Senior Citizens, Young Families, Golf Breaks, Country & Western.

3. How do we communicate to our customers?

To get them here in the first place:-

Advertising – Internet, radio, local and national newspapers, magazines, Resort brochure, trade shows.

Enquiries – By telephone, email, letter or fax.

Whilst on the Resort – Signs, posters, Resort maps, Reception, Leaflets.

4. Barriers to communication

Accents, disabilities, foreigners, breakdown in communication methods used, jargon, not being clear enough, posture.

5. Overcoming barriers to communication

Team training, speak clearly, to the point, give accurate information, have some foreign employees.

6. How do we monitor the quality of customer service?

Holiday questionnaires are given to customer staying on the Resort, results are collated on a weekly basis and distributed to department managers and displayed in team areas. This way team members are aware of our guests comments on a continuous basis.

7. Dealing with feedback & complaints

We like to deal with any complaints whilst guests are here on the park. This means that it hopefully gets sorted there and then and means they leave satisfied that it has been dealt with. Listen carefully to the customer, come to some agreement so that the customer leaves satisfied. Keep records of any complaints made. We also receive both positive and negative feedback in the form of letters and emails and we respond to all of these and set ourselves a time frame of 7 days for a response.

8. What customer service training do we provide to our team members?

All team members are informed of our mission, values and objectives. If we are to achieve them they need to know what they are! Within their starter pack they also receive further training in Customer Service. We also offer formal training such as 'Welcome Host' which is a 1 day customer service training session endorsed by English Tourism. NVQ's are also available in customer service.