

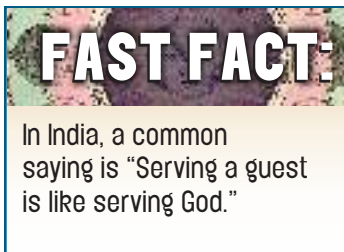
UNIT 2: TRAVEL & TOURISM INDUSTRY CUSTOMERS

OUTCOMES:

- Students will be able to use surveys as a way of learning about customer types and their needs and preferences
- Students will understand the kinds of factors which motivate the customer/tourist to travel
- Students will have a clear concept of customer service and its importance

Introduction:

Travel & Tourism is not just about tickets, facilities and attractions provided for visitors. It is about people and catering for their needs. **It is especially about the relationship between the customer and the individual providing the service.** Hospitality and a warm welcome are an integral part of the tourism product.



Everybody employed in Travel & Tourism needs to have knowledge, skills and attitudes to care for customers effectively. The key to success is understanding what customers want and knowing how to provide it. Finding out what travelers want is not easy. One way to start finding out, though, is to ask.



In Unit 1, you were asked to develop an "inventory" of local businesses and to prepare some company reports. Work with your instructor to pick a business that you think would be interesting to interview about their customers. This section of the **Resource Guide** has tips on how to have a successful interview and how to construct a questionnaire.

Before trying to interview a businessperson, it is useful to role play the interview with other students. The questionnaire you design will help you conduct the actual interview, but role playing will help you think of additional questions and also will let you see how to phrase questions in a way that is clear to your listener.

The purpose of the interviews is to find out what companies think their customers want. Review the company's products and services. How well do the company's services match what those customers want? How does the company try to create a sense of well being in their customers?

**Good service is giving customers a little more than they expect.
Excellent service is enjoying giving people a little more than they expect.**

One way travelers' expectations are formed is through the use of rating systems. There are no universally accepted rating systems for hotels or restaurants, but there are many systems that are used in one or more countries.



Courtesy Lufthansa

Background on Surveys:

Sometimes we forget that that the simplest way to find out what people think, or believe, or like, or plan to do, is to ask them. Today an entire industry has been created to ask people questions and then interpret their responses.

There is no magic to doing surveys. They can be massive projects involving thousands of people or more modest efforts involving a simple 3 or 4-question comment card left in a hotel room or restaurant table. Big survey or small survey, the objective is the same: to get usable information. "Usable" information is information that lets somebody do something after they have that information. A restaurant might do a survey and decide to change its menu. A car rental (car hire) company



might do a survey and find that many people prefer cars that have certain features that the company has not offered –but will, now that it has this usable information about what customers want.

Big Surveys: Gfk Survey of 16,364 People:

Sometimes the effort required to conduct a survey is enormous.

For example, in 2010 Germany's Gfk Ad Hoc Research Worldwide, sponsored by the newspaper *Wall Street Journal Europe* surveyed 16,364 people in 16 countries to find out what people liked to do for their vacation and where they most liked to go.

What was the preferred vacation? Two thirds of the respondents prefer to stay in their own country. And for Americans, the thing they like to do best is to visit friends and family.

But there were many variations between countries. Most Brazilians (90%) do not travel outside their country. Both Swedes and Dutch are the most likely to travel for their vacation, but the Dutch travel for the longest period of time.

Your teacher has a handout with the results. You can also read this summary of the survey and its statistics on the Internet at: http://www.gfk-verein.org/index.php?article_id=88&clang=1



Competition from new destinations for visitors is increasing and many established destinations seek to re-invent what they have to offer. The result is that much more attention now is being paid to understanding tourists. In the past, tourists were typically classified as being people with certain age and income characteristics.

One approach is to use surveys to analyze attitudes, behaviors and travel habits, and then use sophisticated statistical methods to segment travelers, based on their responses, to create profiles of types of travelers.

National Geographic Traveler magazine (www.nationalgeographic.org/traveler) sponsored an important study by the Travel Industry Association of America in order to understand the market for "Geotourism."

The magazine defines Geotourism as "tourism that sustains or enhances the geographical character of the place being visited—its environment, culture, aesthetics, heritage, and the well-being of its residents."

The study divided travelers into 8 different types that it labeled:

- ✦ **Geo-Savvys**
- ✦ **Urban Sophisticates**
- ✦ **Good Citizens**
- ✦ **Traditionals**
- ✦ **Wishful Thinkers**
- ✦ **Apathetics**
- ✦ **Outdoor Sportsmen**
- ✦ **Self-Indulgents.**

Each of the 8 types had particular characteristics that differentiated them from the other types of travelers. The survey asked questions about beliefs, the kinds of organizations people belonged to, what they liked to do in their leisure time at home and traveling, and many more



FAST FACT:

The First Tourist in Space was Dennis Tito, a 60-year old California millionaire who paid up to \$20 million for a six-day stay on the international space station in 2001.

questions designed to help the Travel Industry Association of America understand what different travelers want from their travel experience.

Your teacher has a handout about this survey. If you go to Google and search for "TIA geotourism" you will find links to the full survey.

FAST FACT:

The Canadian Tourism Commission identifies 9 different types of visitor to Canada: "Authentic Experienter;" "Cultural Explorer;" "Cultural History Buff;" "Personal History Explorer;" "No Hassle Traveler;" "Free Spirit;" "Rejuvenator;" and "Virtual Explorer."

Smaller Surveys:

A hotel or restaurant or tour operator can obtain useful information for improving its product or service by merely giving customers a short "comment card" and asking them to fill it in.

For example:

A hotel could ask:

- Was your room cleaned each day to your satisfaction?
- Was our staff prompt in responding to your requests?
- What hotel facilities did you use?
- Would you recommend this hotel to friends?

A restaurant could ask:

- Did the waiter explain the dishes to you?
- Was the waiter attentive to your needs?
- Did your food arrive in a reasonable amount of time?
- Were the portions of food sufficient?

A sightseeing bus tour operator could ask:

- Did you see everything you wanted to see?
- Was there time at each stop to see what you wanted?
- Was too much emphasis placed on anything during the tour?
- Could you hear well on the bus?



Designing and Conducting a Successful Survey:

There are several steps you need to take to conduct a successful survey.

The first is to decide what you really want to know and how you will use the information.

Once you know the answer to “what you want to know” and “how you will use it,” you can decide whether you need a **quantitative** survey, or **qualitative** survey.

Asking 100 restaurant customers if they liked the service is interesting but not very informative.

However if instead you ask 100 customers to choose whether the service was excellent/good/fair/poor and the results show 5-excellent/10-good/15-fair and 70-poor, then you have “quantitative” information you can use. You have taken the first step needed for a plan to start improving customer service. Repeat the same survey in 6 months and you will know from the responses whether service is getting better and whether your service improvement program needs to be changed.

Quantitative surveys allow you to compare and to track change over time. Remember the old saying of statisticians: “If you can count it, you can measure it, and if you can measure it, you can improve it.”

Harder to tabulate and compare, and also to conduct, are “qualitative” surveys. In qualitative surveys, the questions are designed to elicit more lengthy responses from customers.

For example in a qualitative survey:

- A restaurant customer might be asked, “Why do you like this restaurant?”
- A hotel customer might be asked, “How do you feel about your stay with us?”
- A bus tour customer might be asked, “What would you change about the way the tour was conducted?”

Qualitative surveys let you find out what people think, believe or feel – in their own words.

Then there are purely informational surveys that are designed to build up a data base of information. For example, there may be little current information in your community about the structure of the tourism industry in your town. Typical questions to be answered when creating a profile of tourism in your community might be:

- Which businesses serve tourists?
- What are their names?
- Where are they located?
- Who owns them?
- How many employees do they have?
- Do they make an effort to advertise to visitors? How?



Surveying government officials, business owners or managers of businesses or organizations serving visitors, such as hotels, restaurants, museums can lead to information about:

- Numbers of people with jobs related to tourism.
- Numbers of visitors by week/month/year.
- When are the busiest months.
- Countries or regions that visitors or customers come from.
- Perhaps information about age groups.
- How customers learn about the business.
- Average value of purchases.
- Typical length of stay.
- How the organizations measure and track customer satisfaction.
- What products or services need to be introduced into the community.

In some cases business owners and others will be reluctant to provide some information because they are nervous that any information they disclose will help their competitors. In some cultures, disclosure of any information is frowned on.

However, the information still exists. Instead of going to organizations that serve visitors, go directly to the visitors themselves, and ask them questions, such as:

- Where is your home country and city?
- What is your age? (You might wish to ask this in groups—under 18, 18-34, 35-45, 46-56, 57-64, over 65.)
- Are you traveling alone or with family or friends?
- What is the purpose of your visit?
- Are you with a group or traveling independently?
- How long are you staying?
- What attracted you to our community?



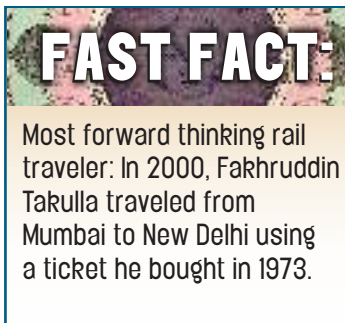
- What did you use to get information about our community?
- What kinds of activities will you be doing or what sites will you be visiting during your stay? (Have a checklist of main ones.)
- Where are you staying?
- What shops are you using?
- In general terms, how much do you expect to spend during your visit?
- Which restaurants have you used?
- Did you come by bus/train/air/your own car?
- What can our community do to make your visit more enjoyable?
- Would you recommend visiting here to your friends at home?

FAST FACT:

Personal recommendations count: 52 percent of nearly 5,000 visitors to Ireland

surveyed in 2009 said personal recommendation was the key element in their choice.

The last question is important. Marketing experts believe that word-of-mouth recommendations are a very effective way to bring additional customers to a hotel or restaurant. On the other hand, complaints from dissatisfied customers can drive away many potential customers.



You can survey travelers in your area using these questions and others. When designing a questionnaire it is worth remembering the following points:

- Define who your target group is, how many people you will survey and who those people are.
- Decide whether your survey will require face-to-face questioning, or whether the survey will be self-completed (for example, the survey is left at the restaurant desk and people can choose to fill it out or not).
- Decide how you will approach

members of the public to ask them questions. A polite request, with a brief, clear explanation of who you are and what the project is about is recommended. If appropriate, carry a letter from your teacher.

- Keep questions brief and concise.
- Make sure each completed questionnaire has an individual reference number on it, or you will get lost very quickly.

Remember why you are taking this survey – you want to learn how travelers think and feel about facilities in your area, and which businesses they really like, as well as their recommendations for how to improve Travel & Tourism in your region.

Before you go to interview a real business, practice with a partner. How do you enter the room? How are you dressed? What would be your first sentence? Ask the questions and think about whether or not you have the right questions and the right words to find out what you want to know.

In addition, try and find out a little about the business before you go. It will demonstrate to the over-worked and busy business owner that you have a genuine interest in what he

or she has to say. Remember to make an appointment ahead of time, with a letter to explain the purpose of the interview.

After everyone has had a chance to practice interviewing, make any changes to your questionnaire that would make it a better one.

If you are interviewing visitors to your community, you need to decide the best locations for finding them and interviewing them. You may need to obtain permission from the owner of the location. If so, discuss how best to obtain permission and do it.

Decide how many interviews you need to obtain a good sample.

You may want to ask people who speak languages that you do not speak to help you administer the questionnaire. This would allow you to get information from a wider group of tourists. Your interviews with businesses should help you decide what language assistance would be useful.

There are good reasons to interview tourists directly and also to leave questionnaires in key tourist locations. You probably will decide to do both. Don't forget to conduct your survey all the days of

the week. You need to get a good picture of the purpose of the visit and length of stay and whether these change depending on the day of the week.

Before you actually try to interview a tourist, role play approaching tourists to ask them to help you by answering the questionnaire. Take turns playing tourist and interviewer so you become comfortable with the questions you need to ask.

If someone in your class has a video camera, ask the tourist or business owner if you can tape your interview with them.

Finally, assign several people in your class to inventory (make a listing) of the main attractions in your area. Are there scenic attractions,

special gardens, old churches, caves or other natural and ecological points of interest? Are there special kinds of natural attractions?

Remember, when you are interviewing someone, keep in mind the following Fast Fact about looking at people:

FAST FACT:

In some Asian, Latin American and Caribbean cultures avoiding eye contact is a sign of respect. In some other cultures, not looking people in the eye is considered a sign that the person is trying to hide something.

FAST FACT:

Kenya attracts visiting birds from Europe, Russia, Siberia, the Middle East and continental Africa, which in turn has attracted a special category of human visitor – bird watchers who want to see Kenya's nearly 1100 species of birds, both local and from afar.



Nile River Valley: Jacques Descloitres, MODIS Land Rapid Response Team, NASA/GSFC

Whether the survey is large or small, the intent is the same: to determine what customers want.

Customer service is one thing that all travelers have opinions about: how they are treated by the hotel, restaurant, airline, travel agent or other service provider.

Not all travelers want the same kind of service, and the level of service provided by a business is just one of the ways in which Travel & Tourism companies are differentiated from each other.

What Every Customer Wants

What customers want is not very complicated: every customer wants what you want from everybody in your social network (your family, friends, teachers, shopkeepers, your family doctor etc.); that is, **to feel like an individual!**

While this concept is very easy to read and understand, it needs a lot of thought and effort to achieve. In order to give meaning to these words, we need to break them down and see what customer service can do to give customers what they want.

To feel like an individual means that the customer is:



1. Treated fairly

“This is not fair!” How many times did you think this when you got into an argument with your sister or brother? The problem is that they thought the same thing. Being fairly treated, or thinking that things are fair, is a very subjective feeling. Service agents are not working just with rental cars or rooms and beds, but with people who have feelings. This is why a park ranger in South Africa said that rangers have to know people better than they know the animals. Once agents understand this fact, their focus is on the customer, and they are able to make them feel that they are being treated fairly. It is not enough to treat a customer fairly – he or she has to feel it as well!

2. Informed

Lack of information can make you feel vulnerable or, in worst cases, that you are not being treated fairly. Information is something

FAST FACT:

A Maytag customer named Heather was very dissatisfied with the company’s customer service representative. She “tweeted” about her unfair treatment and her message was received by one million people.

that you can share and give generously. Proper information is the foundation of good service, and a prerequisite when you offer choices to the customer. Choices provide a feeling of freedom and power. Information and choice empowers customers, resulting in positive feelings.

3. Valued

“You are my destiny...” Even if a singer sings this for the 698th time he still should sing this with the same secret flame in his eyes as if he was doing it the first time. If you are a girl in the audience, he should sing it for you, only for you! This is the 698th occasion for the singer but the first one for you, and this is what he has to bear in mind. This is the experience of your lifetime, a story that you may tell to

your grandchildren again and again when you are in your 70's. To feel valued is one of the strongest emotions a person can have. People who work in customer care must use their knowledge of this for the good of their company and also in the interest of the customer.

4. Respected

'Respect, man...' You should think of respect more like an act of peace or harmony, than any servile (servant) behavior. Respect means mutual recognition of each other. In the service industry one participant in the interaction is in the position of helping the other with information, goods, experience. It is the customer who is in need, and the service provider is the one who is in "power". Bad service misuses this power and puts the customer in a ridiculed or uncomfortable position. Being respected makes it easy and enjoyable for a customer to receive help from the service staff. Respect is an essential part of good service.

5. Recognized

Psychologists have run numerous experiments to find out what motivates people the most. Participants in the experiments listened to a series of words while holding a sensitive electrode that measured the minor sweating of their palms. (Neurological excitement increases body sweat.) The instruments showed that there is one word that in all cultures that makes people excited. Guess, what is it?

Your name! This is what all of us want to hear! Companies use this trick very often. Direct mail can be a powerful marketing tool. Look at advertisements mailed to you or your family. Most will have your name.

In customer service it is very important to try to know as much as you can about your customer. Greeting the guest by his or her name is simple to do, but it is a clear message of recognition.

6. Secure and safe

The desire to feel safe is a basic need for all of us. We feel secure when we are surrounded by people, objects, smells and noises which are known to us and do not represent any danger. Many thriller movies operate on this principle. You see and hear unexpected scenes and noises which are strange to you. But you watch the film on your couch with your friend probably clutching your arm with white fingertips — in a safe environment. Now, imagine if you arrive in a country alone at midnight where nobody speaks your language. It is freezing and snowing, and at the empty airport there is only one sleazy car waiting outside with a dented "takssi" sign. The driver has more ears than teeth, and invites you to sit in his taxi with a devilish flame in his yellow eyes. You climb in and realize that there is no door handle inside. The car rolls out and passes the last streetlight and disappears into the blizzard. No wonder you




feel better when you pass by a McDonalds and your cab stops at a Le Meridien Hotel! Why? Because now you recognize signs, possibly smells and noises that are familiar and, compared to your earlier experience, you now feel safe!

Making a guest feel secure and safe involves providing an environment that is familiar and not threatening. However, security is very much culturally determined. The service provider's task is to find out what is needed for a particular guest to feel safe. This may be different for a local resident and a tourist from the neighboring country than someone from the other end of the world, for a man than for a woman, and so on. The most general and almost culturally neutral signal for security is a smile. Cultural anthropologists researched several cultures and found that when people meet and want to be friendly with each other, they smile.

7. Supported

To be supported is similar to but not equal to feeling safe. Being supported is a feeling that you are not alone, you can count on somebody. You are taken care of. Your needs and wishes are considered, and possibly fulfilled.



MOMENTS OF TRUTH

Experts in the service industry call the event when the service provider meets the customer the 'moment of truth'. These are moments when the customer makes a decision as to whether or not their expectations have been met. These are the points when no further professional argument helps. You may seek countless excuses why things went wrong but it

happened. Nothing helps a china plate if you drop it. That was the moment of truth.

Why is it important to analyze what happened if you cannot repair it? Because there are always new 'moments of truth,' and you should not make the same mistake again. If you don't analyze it, you are apt to repeat it.

Activities:

1. GET THE MOVIE "CROCODILE DUNDEE" ON DVD and find the part when the tough Aussie arrives in New York and goes to the expensive hotel. Can you identify any scenes that illustrate the points above?
2. HAVE YOU TRAVELLED TO A PLACE UNFAMILIAR TO YOU? How did you feel? How did you and other people behave?
3. LIST THE INFORMATION YOU WOULD LIKE TO HAVE prior to travelling to a foreign destination.
4. IF YOU WERE IN A FOREIGN COUNTRY in a restaurant where nobody speaks any of the languages that you do, which meal would you order from the menu below? Can you explain why? Guess what ingredients are in these courses:

Mén coozes:

- Paprikás csirke nokedlivel
- Kuku paka
- Pizzaz 4 cheesie
- Wiener schnitzel
- Hushmush platte

Activities:

1. SHARE YOUR EXPERIENCES when you or your family or friends were treated exceptionally well in service situations (in a shop, restaurant, hotel, repair shop etc.).
2. NOW LIST EVENTS when the service people behaved unprofessionally, you or your companion were offended or not well served.

Save these lists on a flip-chart, or in your notes. You will need them later.

Customer Interaction Cycle

Interaction with a customer can be described as a cyclical activity. This optimistic approach to business presumes that the customer will return and similar actions will take place.

The interaction starts with the first impressions the customer has about the service and the people who provide it, and closes when he or she is stepping out from the purchase situation, leaving the "counter".



**The big question for the industry:
Just how can we ensure a good
first impression? Here are some hints:**

Be ready – it all starts inside!

To make a good first impression you have to have in mind what the customer wants (see above). You have to show that you will be able to live up to his or her expectations. There are three key elements in preparing yourself for a scenario:

How you feel What you know How you look

The customer wants to see a person similar to what he or she wants to be: satisfied, worry free, and confident.

Therefore you should put aside any worries about your private life or even problems at your workplace. Nobody wants to be served by a frustrated, unhappy person. This, of course, does not mean that you cannot have your bad days. But it sure is a rule that this should not show in a professional situation. The professional agent has a positive, 'can do' attitude even with seemingly hopeless cases, and is enthusiastic about his work. How we behave will affect how our customer behaves because people mirror the behavior of others – **Behavior Breeds Behavior.**

First impressions

The cycle starts with the first impressions. First impressions happen before the customer gets to the counter, in the process of finding information, or listening to other customers who have had experience with the service provider. We call this “impressions” because many are not necessarily rational. Impressions are “gut feelings” and often are subconscious. And research suggests that customers process 95% of the information they receive at a subconscious level. If you get it wrong you are always playing catch up. You only get one chance to create a good first impression!

The same stands for confidence. If you have the information and skills to do your job, then you seem confident, and this is “contagious.” The customer will get the feeling that nothing can

THREE STEPS TO BUILDING RAPPOR:

Look and sound professional

Present a helpful “can do” image

Make the customer feel special

go wrong here. But in order to ensure a good first impression you need one more thing: good looks. What looks good is different in various cultures, differs among age groups, sex and social status. In the service industry you have to play it safe and adopt a “look” that is without any extremes. Most employers therefore make it obligatory to wear a uniform, to have only a minimum amount of jewelry, and most require conservative grooming and stress good personal hygiene.

Welcome

Crucial customer decisions are made at “touchpoints.” Touchpoints are all the places where a customer has contact with the service.

Here are examples of touchpoints for customers of a car rental company

- Rental company website
- Reservation agent on the telephone
- Bus service from the airport to the car rental parking lot
- Counter transaction
- Vehicle
- Leaving the car rental parking lot
- Returning the vehicle
- Invoice
- Return process

Each of these touchpoints is controlled by employees. At each touchpoint, the customer needs to be feel welcome. To do this you must build rapport.

Build rapport

To build rapport means to build a harmonious understanding relationship. When we are comfortable with another person it means that we trust them, and when we trust a service provider we will come back time and time again. On the other hand if our customers don't like us they won't like our service and they won't come back.

The responsibility for building rapport with your customers lies with you as an individual. It requires a supply of psychological energy. However, the good news is that it is simpler to build good relationships than to struggle with trying to fix bad ones.

To achieve each of these you have to use certain behaviors when you serve a customer. The way you behave helps or hinders every transaction, and you constantly have to adjust your behavior to suit the customer you are serving.



Surprise and delight

We all like nice surprises. In order to yield the highest possible level of customer satisfaction, you must behave and communicate adaptively to each customer. You need to pay attention and have good observation skills if you want to be able to adapt to each customer. You communicate through your body language, your dress, your choice of words, your tone of voice. And so does the customer. When you correctly “read” a customer, you surprise them with your knowledge. They are delighted with your recognition of them as individuals.

A loudly giggling group of young girls, dancing down the lobby dressed in shorts with a palm tree pattern, obviously need you to communicate differently than you would with an elderly couple dressed in black carrying a wreath.

The Art of Service Communication (ASC) is in fact to inquire, to ask for clues.

Because it is true that people mirror feelings and behaviors, you can use this knowledge to modify behavior. If a

customer is upset you may reduce his agitation by being consistently calm (he has to mirror your behavior). But if you become nervous too, then you mirror his behavior, which is totally unprofessional.

In the hotel industry a little unexpected surprise could be a welcome drink on arrival, a piece of chocolate on the bed, or a discount ticket to the local museum - anything that shows the customer that he or she is important and valuable. Very often you do not have to give a tangible present, you just need to do more than your job requires. The “not my job” attitude is the most dangerous threat to any service industry! Going out of your way to do something a little extra can surprise - and delight - a customer.

Be the best!

Satisfying customer expectations is not enough if you want to be the best. Satisfying expectations is absolutely necessary but to be the best, you have to do something unexpected, something that is a nice surprise. To be the best means that you go the extra mile. When you step in an elevator and it works, you don't yell out with enthusiasm, “Wow, what a lift!” It works, that is fine, and so what? If you were offered orange juice while being gently sprayed with your favorite perfume by the lift-attendant, plus you could have a glimpse on the latest stock exchange news on a small screen - now, THAT's an elevator! In a competitive world, quality of service is

SURVEY

SURVEY MEASURES

1.	Guest Comment Card	Guest Satisfaction
2.	Mystery Guest Internal	Internal Quality Standards
3.	Customer Complaint Center	Guest Dissatisfaction
4.	Guest Satisfaction Survey	Guest Loyalty & Satisfaction

Guest opinions on internet booking sites is an increasingly important source of customer feedback.
Guests believe other guests the best.



the differentiator. Products are easy to replicate, good service isn't.

Customer feedback is vital to the industry because it helps uncover the real impact on customers of the company's products and services. Feedback tells the company how well its employees fulfilled both overt and subconscious expectations. Feedback from customers is collected by

oral or written surveys. It is very important to understand that **lack of dissatisfaction is not the same as satisfaction.**

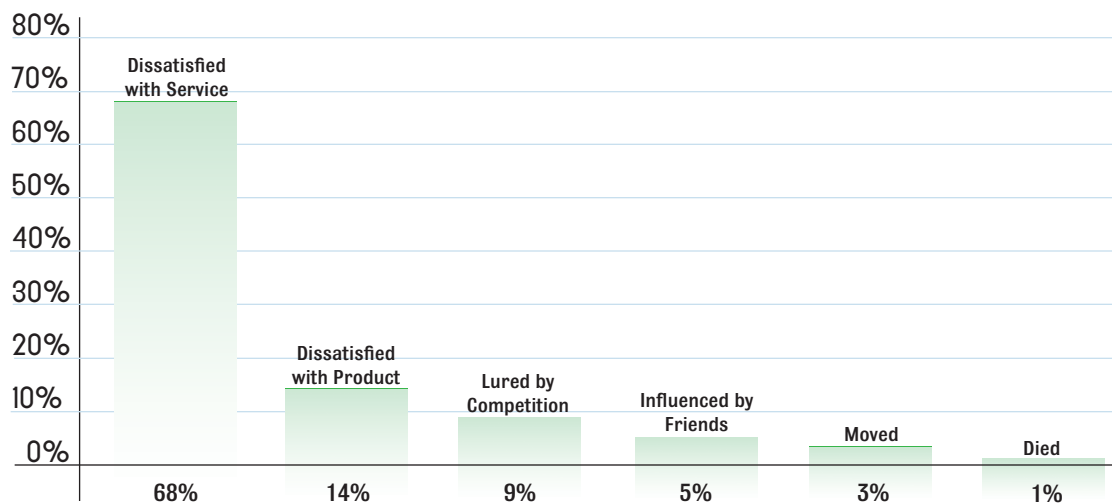
Both dissatisfaction and satisfaction should be surveyed.

In addition to surveys of customers, some companies send out "mystery guests." The mystery guest is an

"undercover" company employee who uses the services just as an ordinary customer would. The "mystery guest" technique is used to check if the internal quality standards are met in a company.

And, of course, customers provide feedback on their own initiative by posting comments on web sites, or by using social media.

Here are some reasons why customers do not return.



You can see that the most important reason for not returning is that customers are not satisfied with the service they received.

The importance of good customer service

Good customer service is of paramount importance to all companies. Excellent customer service can yield excellent profits for a business, while bad service harms not only a particular company but the whole industry.





BUSINESS STATISTICS

- The average business loses 15 to 35% of its customers each year
- It costs five to 10 times more to acquire a new customer than to grow an existing customer
- A guest who had a good experience will tell 3 people; a guest who had a bad experience will tell 10 people (and today, guests will post their experiences on blogs and inform thousands in one click of the mouse)
- Reducing lost customers by 5% boosts profits by at least 25%



FAST FACT:

The Society for New Communications Research found people are increasingly willing to share their customer service experiences online. They also make purchase decisions based on the experiences of others.

Activities:

1. **CHOOSE A LOCAL BUSINESS** from the Travel & Tourism sector. Describe their activities along the customer interaction cycle:
 - a. Do they perform along the cycle or there are missing elements?
 - b. Can you see strengths and weaknesses along the cycle in their operations?
2. **SEE THE LISTS OF POSITIVE AND NEGATIVE EXPERIENCES** that you produced in the activity in the previous section. Which list is longer? Discuss the possible reasons why.
3. **IMAGINE YOUR FRIEND OPENED A DISCO CLUB** for your peers and your teacher wanted to apply for a job. In order to be successful in the job interview, what would you say the teacher needed to know about:
 - a. The style of music played in the club.
 - b. The way to dress.
 - c. What to say when customers arrived.
 - d. What to do and what not to do.
4. **WHAT WOULD BE THE SURPRISE** and the delight in this club?
5. **WHY WOULD THIS CLUB BE BETTER** than the ones you already know?
6. **HOW WOULD YOU KNOW THAT YOU ARE REALLY THE BEST?**