# Case Study Assessment

# Trainer & Assessor Marking Guide

## Criteria

### Unit code, name and release number

SITXCCS007 - Enhance customer service experiences (1)

\*\*This unit sits in all the qualifications below. This assessment is not to be amended\*\*

### Qualification/Course code, name and release number

SIT40116 - Certificate IV in Travel and Tourism (1)

SIT50116 – Diploma of Travel and Tourism Management (1)

SIT50416 - Diploma of Hospitality Management (1)

SIT50316 - Diploma of Event Management (1)

\*\*Amend the qualification box before distributing to the student. The information here should only contain the qualification the student is enrolled in\*\*

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For queries, please contact:

Tourism & Experience Services SkillsPoint

Coffs Harbour Education Campus – Coffs Harbour

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RTO Provider Number 90003 | CRICOS Provider Code: 00591E

This assessment can be found in the: [Learning Bank](https://share.tafensw.edu.au/share/access/searching.do?doc=%3Cxml%2F%3E&in=P7ac4831b-430a-4b8d-8b56-f7b32ed5b9cf&q=&type=standard&sort=rank&dr=AFTER)

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### Assessment instructions

Table 1 Assessment instructions

| Assessment details | Instructions |
| --- | --- |
| **Instructions for the trainer and assessor** | This is a case study assessment and will be assessing the student on their knowledge and performance skills required of the unit.  This assessment is in three (3) parts:   1. Case study scenarios and short answer questions 2. Appendix A & B 3. Assessment feedback (Student Version Only)   Model answers, sample responses or a criteria for each question are provided below.  Use these to support your judgement when determining a satisfactory result.  The student’s response to each question must contain the information indicated in this marking guide in order for their response to be correct. However, if a student provides information other than indicated below, and in your professional opinion as the assessor it is appropriate and meets the intent of the question, it may be considered correct.  The assessment feedback page must be signed by both the student and the assessor so the student displays that they have received, understood and accepted the feedback.  Complete the assessment feedback to the student and ensure you have taken a copy of the assessment prior to it being returned to the student.  Ensure the student’s name appears on the bottom of each page of the submitted assessment. |
| **About this marking guide** | All questions must be answered correctly in order to satisfactorily complete this assessment event.  Assessors will need to make a judgement call as to whether each answer/response meets the criteria based upon the:   * Rules of Evidence:   + Validity – does the answer address the assessment question and does the evidence reflect the four dimensions of competency?   + Sufficiency – is the answer sufficient in terms of length and depth?   + Currency – has the work been done so recently as to be current?   + Authenticity – is this work the student’s own authentic work? * Principles of Assessment:   + Fairness – individual student’s needs are considered in the assessment process   + Flexibility – assessment is flexible to the individual student   + Validity – any assessment decision is justified, based on the evidence of performance of the student   + Reliability – evidence presented for assessment is consistently interpreted and assessment results are comparable irrespective of the assessor conducting the assessment * Dimensions of competency   + Task skills   + Task Management Skills   + Contingency Planning Skills   + Job Role Environment Skills |
| **Student must provide** | Pen, note pad and computer logins. |
| **Assessor must provide** | Case Study assessment task: SITXCCS007\_AE\_CS\_2of3  Supporting Resources: SITXCCS007\_AE\_CS\_2of3\_SR1 and SITXCCS007\_AE\_CS\_2of3\_SR2  Computer and internet access.  Suitable venue to undertake the assessment. |
| **Due date and time allowed** | This assessment can be done in class or as a take home assessment at your discretion. A maximum of three (3) hours is allowed to complete this assessment. |

## Specific task instructions

The instructions and the criteria in the case studies below will be used by the assessor to determine whether the student has satisfactorily completed each Case Study Scenario. Use these instructions and criteria to ensure you demonstrate the required knowledge.

## Part 1: Case Study Scenarios and Short Answer Questions

To complete this part of the assessment, you are required to read the two (2) case study scenarios below. You are required to provide professional and personalised customer service to each of the customers in keeping with the case study scenarios.

You will need to demonstrate skills in developing customer relationships, responding to difficult service situations and taking responsibility for resolving complaints within your written answers.

The skills demonstrated will be used as part of the overall evidence requirements of the unit.

Once you have read the case study scenario information, you are required to complete the written responses in the spaces provided in this document.  Please ensure to take note of the volume of the response required where indicated.

* Case study scenario 1 requires you to complete written responses to questions 1 – 12.
* Case study scenario 2 requires you to complete written responses to questions 1 – 13.

Once completed you will need to submit this assessment to the assessor for marking.

**Case Study Scenario 1: Dealing with an external customer**

You work in customer service at the front desk in a large 4-star hotel in Sydney.

Many of the mid-week customers are business clientele who are arriving in Sydney for work related meetings, conferences and events. With corporate customers creating such a strong source of revenue, the hotel actively focuses efforts on generating repeat corporate customer bookings.

One key way the hotel does this is by creating promotions and gathering customer feedback with information used to continuously enhance the customer service experience. The mission is to offer a more personalised service to each guest, to better understand and meet corporate clientele needs and expectations and to stay ahead of the competition.

Many companies have set up accounts at the hotel and corporate customers can book rooms directly through to the hotel receptionist for efficiency of service.

**All documents and supporting information required for this Case Study are in Appendix A.**

* You receive a direct customer booking request from Tim Milligan, who will use a company account to pay for his stay. Please review the email in Appendix A.1.
* As part of your organisation’s policies and procedures, you review Tim Milligan’s Customer Profile (see Appendix A.2.).
* You have also received some information about the current promotions campaign, including the customer survey questions that are asked upon check out – please review this information in Appendix A.3.

Using the information provided you are now required to answer the short answer questions below.

**Case Study Scenario 1: Short Answer Questions**

Read each question carefully. Your answer should address all parts of the question.

1. Determine a total of three (3) of Tim Milligan’s preferences, needs and expectations, based on both his e-mail and his customer profile.

Answer may include any three (3) of the following:

Morning paper, strong WIFI, room service, room near ground floor, speedy reservation process, 2 nights stay. Room preference 102.

1. Why is it important still to re-confirm the customer’s preferences, needs and expectations? How will you re-confirm these with Tim Milligan?

Sending out confirmation of booking with details of customer’s preferences included.

Customer’s needs, preferences and expectations can change over time and from booking to booking. Tim Milligan has not shown any request in his e-mail for WIFI, soft pillow or room request so we should confirm this as part of the reservations confirmation.

1. After looking at the customer’s profile identify at least one (1) appropriate product and one (1) appropriate hotel service to meet Tim Milligan’s specific needs.
2. Room near ground floor for stronger WIFI connection
3. Room service
4. Sydney morning herald paper delivered with room service breakfast
5. Wake up call (add on service)
6. WIFI connection
7. Using the table below give at least one (1) example of a way to enhance the customer service experience at each of the key stages of the customer service cycle, consider offering extras and add-ons and providing tailored and additional products and services to meet Tim Milligan’s preferences, needs and expectations.

|  |  |
| --- | --- |
| Customer service stage | Example of a way to enhance the customer service experience |
| Upon reservation | Possible answers:   * Check that the special requests have been confirmed – e.g. Soft pillow, newspaper choice * Upsell - Could ask if Tim Milligan would like a room with a view this time as we have a free 24-hour WIFI upgrade for him so no need to use the ground floor room to access the free foyer WIFI. |
| Guest check-in | Possible answers:   * Let Tim Milligan know about the promotional offers that suit his needs – WIFI. * Welcome Tim Milligan back by name * Make check-in swift as guest is a repeat customer and does not require brochures or detail about the hotels facilities that are not relevant. * Take Tim Milligan’s breakfast order to put through to the kitchen as a room service order. |
| During the guest’s stay | Possible answers:   * Check that the room service was delivered, newspaper delivered. * If wake-up call selected make sure to wake Tim at the correct time * If Tim has decided on dining at the restaurant make the reservation for him * Smile and always greet Tim Milligan when you see him entering and exiting the hotel. |
| Upon check out | Possible answers:   * Ask the promotions questions upon checkout for feedback * Ask how was your stay? * Ask if he would like you to pop in a request for WIFI upgrade in his file. * Thank him for staying with The Montague Hotel Sydney and wish him a lovely day * Ask if he needs bag storage or a taxi called on his behalf? |

1. Which teams within the hotel will you need to liaise with to ensure both efficient delivery and quality service in regards to Tim Milligan’s –
2. Pre-ordered breakfast room order
3. Soft pillow request

In your answer, detail the method of communication and at what point in time you would notify the hotel’s internal teams.

1. Restaurant team – call or e-mail to place the order on behalf of Tim Milligan as soon as he has made his selection and delivery time.
2. Housekeeping team – Place ‘soft pillow’ as a special request on the rooming list document that is sent out to housekeeping. This will be done simultaneously when the booking is made. Using internal database.
3. As per the Customer Service Manager’s team e-mail, there are several promotions running for customers. Name two (2) promotions that you would select to offer Tim Milligan based on his customer profile. Justify your answers.
4. #1 - Free WIFI upgrade for 24 hours – as Tim has detailed that strong Internet connection is vital as a business customer will have work e-mails to reply to etc.
5. #2 - Complimentary main meal at the restaurant – as Tim has not dined in before and you suggest dining in as it would assist with saving time in Tim’s tight schedule.
6. From your two (2) chosen promotions above, hypothesise how these will build repeat business from Tim Milligan and his company.

Answers may include:

1. #1 - Free WIFI upgrade for 24 hours

* Tim Milligan has detailed that strong Internet connection is vital and we have provided a solution for this.
* Encourage customer loyalty
* May choose to upgrade during future stays

1. #2 - Complimentary main meal at the restaurant

* Tim Milligan hasn’t dined in before so this is an opportunity to introduce the restaurant service
* He may choose to dine in at the restaurant during future stays
* Meeting customer needs and providing an alternative solution

1. Tim Milligan accepted the promotions you offered him above. The Customer Service Manager has requested statistics to measure the success of the promotions campaign and so you seek feedback from Tim Milligan upon check out, following the procedure outlined in the email.

What are two (2) questions you could ask Tim upon check out to gather the information needed?

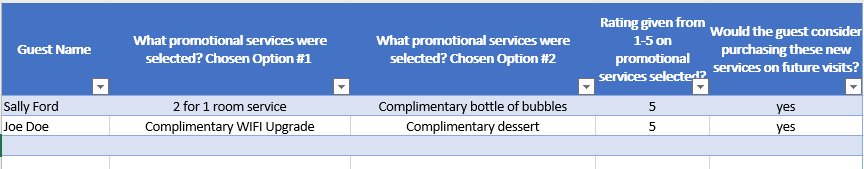
Answer may be similar to:

How was the WIFI upgrade for 24 hours, shall I add it to your preferences for your next booking with us?

Did you enjoy your complimentary meal at the restaurant for dinner? Would you be interested in dining at the restaurant again?

1. Following organisational procedures open the excel spreadsheet given in the email you received from the Customer Service Manager (SITXCCS007\_AE\_CS\_2of3\_SR1) and document the feedback Tim Milligan has given you *(attach this spreadsheet as an appendix for assessment purposes).*

Response may be similar to the following:



1. List two (2) details you would now add to Tim Milligan’s customer profile.

Suggested:

* Added in Promotions that Tim accepted.
* WIFI upgrade – 24 hour high speed internet
* Dined in for dinner at restaurant.
* If new preference is to include high speed WIFI, then perhaps a new preferred room is also selected.
* Feedback rating from 1-5.

1. Provide two (2) examples of how the service needs and expecations of Tim Milligan, as a corporate customer, might differ to those of a family of four who are checking in for a weekend away at The Hotel Montague.

|  |  |  |
| --- | --- | --- |
| Service type | Corporate customer | Family group |
| **Check-in service** | * Efficient check in process | * Wants to know about the different facilities at the hotel eg. Pool, kids club |
| **Add-ons/ Upgrades** | * WIFI, room service | * Late check out, kids club, baby sitting services |
| **Room Type** | * desk in room, corporate suite | * Room with a view, family room |
| **Concierge assistance** | * Pre-book a taxi, restaurants close by | * Advice on activities and attractions in the area * Must do things to see and do for kids |

1. The Customer Service Manager asks for your advice in designing a customer loyalty program for corporate clients such as Tim Milligan to continue to enhance the service experience.

Recommend a type of loyalty program that could be implemented at The Montague Hotel Sydney. In your answer, justify how your recommendation will:

* Strengthen the customer relationship
* Provide a more personalised service to meet individual preferences

Answers will vary, suggested:

Loyalty Program: The Montague Business Club (exclusive to business customers, with points added for every night’s stay redeemable for up-sells such as WIFI, restaurant vouchers and discounts, room upgrades, leisure night add-ons).

a) This would strengthen the customer relationship as many of these add-ons would not be covered by the company’s budget, however the corporate guests would very much appreciate room upgrades and restaurant vouchers to feel a little more special and make their stay even more enjoyable. Shows that we appreciate and reward repeat business and offers a range of extra products and services that the customer may not have tried otherwise.

b) The business customer can use the Business Club card to redeem a discount on meals at the restaurant, this will be linked to the customer’s account and log restaurant orders and dinning preferences so we can personalise their service. The club rewards options allows the business customer to select their own personal preference to how they are rewarded.

**Case Study Scenario 2: Dealing with a complaint from an external customer with special needs**

You work in customer service for a boutique wine tour company ‘Grape Time Tours’ and part of your job is to reply to any customer feedback received from the internal customer feedback forms that are sent out automatically to each guest after a tour.

**All documents and supporting information required for this Case Study are in Appendix B.**

* ‘Grape Time Tours’ offers a variety of wine tours as shown in their promotional flyer in Appendix B.1.
* You have received feedback from a customer who recently participated in a tour via a feedback form – please review this at Appendix B.2.
* The company focuses on repeat customers and has a policy on compensation for complaints received, which is outlined in Appendix B.3.
* An email template for internal and external correspondence is provided at Appendix B.4.

Using the information provided you are now required to answer the short answer questions below.

**Case Study Scenario 2: Short Answer Questions**

1. From the customer feedback you have received, what were the customer’s preferences, needs and expectations that were not met? In your answer detail how this has impacted on Sally Ford’s overall tour experience.

The vegetarian food option was not up to expectations and left her feeling dissatisfied. This impacted Sally’s overall tour as see continued the rest of the day disappointed and feeling hungry. This would have impacted on her experience at each vineyard visited afterwards and on any other guests on tour.

1. From the list of tours that Grape Time Tours offer, which one would you have suggested to the customer as a better alternative to suit their needs? Justify why you have chosen this option.

Select the mid-range tour with 2-course food at an additional $30 as this option has more dietary selections and suitable for a variety of dietary requirements.

1. The Grape Time Tours Customer Complaint Policy details four (4) ways complaints can be resolved. Suggest how you could apply each of the complaints resolutions strategies to Sally Ford’s customer complaint:

|  |  |
| --- | --- |
| **Complaint Resolution Strategy** | **Application of strategy in response to Sally Ford’s complaint** |
| Making changes deemed appropriate by the Customer Service Manager, to products, services and contracts. | Making changes to menu selection or pub venue to have a better vegetarian food option |
| Training of staff to understand Grape Time Tours products, services and operations. | Sales staff need adequate training on product knowledge to match the right customer to the right tour – there was a potential to upsell and have a happy customer with the 2-course meal option. |
| Investigations made around the area of the complaint by the Customer Service Manager. | The pub menu options and the contracted agreement need to be investigated – could we offer a better menu and more value for money to our customers? |
| Offering adequate compensation in line with Grape Time Tours compensation guidelines. | We should offer the customer compensation to make up for the short fall in the meals as well as another value add on to win the customer back and create positive word of mouth |

1. As the Customer Services Manager, you have requested some key figures from the finance team about the cost of compensation and customer lifetime value in order to validate your complaints handling process and compensation guidelines in the next Grape Time Tours executive meeting.

**Below are three (3) key figures the finance team has given you in response to your request:**

* Average Customer Lifetime Value: $620
* Average loss of profits per customer compensation claim: $80
* Average additional cost to company for compensation claim: $20

You are now in the executive meeting and in validating the complaints handling process you are asked the questions listed below. Using the figures given to you by the finance team and the Grape Time Tours Compensation Policy, detail how you would respond to each.

1. What is the potential cost of not offering any compensation for a customer complaint?
2. What are the benefits of having compensation claims dealt with on the spot by customer service staff, without requiring escalation?
3. What potential revenue has the company refunded due to customer complaints?

a) The average customer lifetime value is $620, indicating that most customers become repeat clientele. If we do not retain the customer after a complaint has been made we will lose some of their lifetime value. If we do not offer compensation, they may not return and may also spread negative word of mouth to friends and family, potentially making the cost higher again.

b) Empowering staff to swiftly respond to complaints and offer compensation within the financial limits set promotes goodwill with customers. The financial limits are set with the maximum compensation reached before any extra expense needs to be paid by Grape Time Tours resulting in a negative $20 cost.

c) While there are no extra costs on average resulting in a loss, the company is still losing on average $80 of potential profit returning this to the customer by means of tour upgrade cost, voucher or monetary refund costs. This shows a huge loss of revenue.

1. After receiving the financial figures on the lost revenue caused by customer complaints Grape Time Tours wishes to be more proactive to ensure high standards of customer service instead of reacting to customer complaints.

Suggest one (1) way Grape Time Tours could have avoided this complaint.

Answers may include:

* By offering adequate dietary options for each of their tours. As dietary requirements are quite common, especially vegetarian it is not acceptable to have a tour with insufficient lunch options to meet expectations.
* Grape Time Tours should have negotiated better lunch inclusions and options at the restaurant or otherwise sourced a restaurant that could cater for customers’ needs and expectations better.
* Sales training to staff to select and sell the most appropriate tour to suit the individual customer’s needs.

1. Following the ‘Reasonable Compensation Guidelines’ and responding to the complaint within your own line of decision making, what is the highest level of compensation you can give to Sally Ford to promote customer loyalty and goodwill?

Consider the ‘Grape Time Tour’ offers as part of your compensation calculations and options. You will need to justify your response.

Answer: The upgraded tour ‘Wining & dining in the vineyards’ is the maximum compensation.

Answer: Best to give options to the customer they can have this, or the same tour again, or a voucher for the same tour price to gift to someone or otherwise a monetary refund for the meal (as the part of the service that the complaint was about).

1. Explain two (2) benefits of giving a voucher or product or service upgrade rather than simply giving the customer a monetary refund to compensate.

Answers may include:

Gives the customer a chance to try our product or service again and foster customer loyalty.

Upgrade makes the customer feel valued, appreciated, and is a more personalised compensation method.

A voucher or service upgrade is better financially for Grape Time Tours costing the company less than giving money back to the customer.

1. Using the e-mail template in Appendix B.4., write a response thanking Sally for her feedback and advising her of the alternative options to compensate for her complaint. In your response, give Sally at least two (2) options available to her as compensation.

Dear Sally,

Answer: Using the e-mail template student must thank Sally for her feedback. Student should construct the e-mail professionally and be both polite and courteous in their response.

Options available for compensation could include:

* Upgrade to wining & dining the vineyards tour
* A gift voucher for the same tour to try us again or gift to a friend (we will be changing restaurant venues)
* A refund for the meal portion of the tour

Student should ask Sally which she would prefer.

Kind Regards,

Student’s name

**Customer Service Representative**



1. What is the allocated timeframe for responding to Sally Ford as per Grape Time Tours complaints handling policy?

Within 24 hours.

1. Define how the e-mail you have written above, and your compensation offerings are turning the initial complaint into an opportunity to demonstrate high quality customer service.

We are giving the customer another chance to experience our premium tours and turn them into a repeat customer that will pass on positive word of mouth rather than negative word of mouth if we do not offer an adequate solution.

If the customer takes the tour upgrade option, she will then most likely invite a friend to come along too promoting repeat business and increasing revenue as a result.

1. Sally requests that she is not happy with the upgrade you have offered above and instead wants a free multi-day upgraded tour. Would giving Sally a voucher for this be within your compensation guidelines and within your own level of responsibility as the Customer Service Manager?

In your answer detail

1. Financial constraints of the organisation that need to be considered
2. If there will now be a delay in resolving the complaint due to Sally’s request
3. How you will update Sally on the expected outcomes of her request

Answer: No –

a)The cost price to the company would be too high for the 2-day replacement tour as it is a much higher tour level and falls outside customer services representative's decision-making scope (after performing calculations).

b) As a customer service representative will have escalated this complaint on to management there will be a delay.

c) It’s important to respond to Sally within the 24 hour time frame to let her know this request is being looked into and the expected time Sally will have an answer from management.

1. At the end of each month as part of your Customer Services Manager duties, you review the complaints register and generate a summary. For this month, you have highlighted regular complaints in terms of food on the basic tour and a growing number of customers with dietary preferences that have not been satisfied with their meals.

In seeking a resolution to these complaints, you write an e-mail to the Operations Manager with your feedback suggesting improvements to the basic “Take me to the Vineyards” tour.

In your e-mail you must;

1. Identify and clarify the service issue
2. Suggest possible solutions to rectify the issue
3. Detail how your solutions will avoid the occurrence of future complaints

Dear Operations Manager,

Student must identify/ summarise or clarify the issue to the Operations Manager.

Student must provide reasonable suggestions for improvement to resolve the issue.

Key aspects/ inclusions:

* Highlight that dietary requirements are increasing
* Highlight the urgent need for improvement with high volume of complaints and cost to the company
* Suggest changing food inclusion agreement with current restaurant/ offering more dishes to cater for customer’s needs
* Suggest other possible restaurants that could cater for these dietaries if the current restaurant is not willing to negotiate/ alter menu options.

E-mail should be professional, language should be polite and informative, giving key facts and criticism should be constructive not personal or offensive or slander any parties involved.

Kind Regards,

Student’s name

**Customer Service Manager**



1. You have now sent the above e-mail to the Operations Manager and as part of Grape Time Tours policies and procedures, you are required to update the Complaints Management Register with the follow-up actions you have taken.

You can access the *Grape Time Tours Complaints Management Register* in SITXCCS007\_AE\_CS\_2of3\_SR2.

As part of Grape Time Tours organisational standards, you will need to update the following columns:

1. Actions required
2. Date Actioned
3. Employees/ Departments Involved

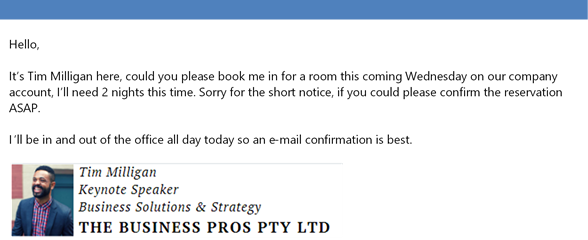
For the purposes of this assessment, you will need to submit the completed excel spreadsheet as an appendix.

Response will be similar to the following:



## Part 2: Appendix A

##### 1. Email Received from Tim Milligan



##### 2. Customer Profile



|  |  |
| --- | --- |
| Customer Name | Tim Milligan |
| **Company Account** | # 425679 The Business Pros Pty Ltd |
| **Guest Preferences** | * Ground floor room to access free WIFI in lobby area * Non-smoking room * Room 102 |
| **Special Requests** | * Soft pillows * Sydney Morning Herald delivery |
| **Purchasing Behaviours** | * Orders daily room service breakfast on company account * Prefers to pre-order breakfast at check-in for efficiency |
| **Number of Repeat Bookings** | * 15 |
| **Number of total booked nights** | * 27 |
| **Promotional Services Selected** | *To be detailed as part of the monthly promotions campaign* |
| **Promotional Survey feedback score** | *Rated out of 5* |

##### 3. Promotions Information

**Email from Customer Service**

Hello Team,

As part of our focus this month on enhancing our customer service, we have launched a promotions campaign to give guests an opportunity to experience extra service offerings and add-ons as well as gathering further insight into our customer’s preferences and needs.

We are focusing on personalising our customer service with these promotions offered exclusively to our customers through our reception team – that’s you!

To help us achieve these goals please familiarise yourself with the internal promotions flyer which details 6 promotions available for the month-long campaign effective from today.

As the hotel receptionist, we require you to select the appropriate promotions to guests upon check-in and advise each and every guest on suitable promotions. In order to track the success of each promotion and the individual customer preferences you will need to update 2 key systems:

* **Customer Profile on our Hotel Database** –Update ‘Promotional Services Selected’ section *(this will be used to further personalise our service offerings to each guest)*
* **Promotions Success Customer Survey** – The customer survey needs to be filled in and submitted for every guest upon check-out, this feeds into an excel spreadsheet ‘Data from Customer Check Out Surveys’ SITXCCS007\_AE\_CS\_2of3\_SR1 *(this will be used to measure the success of each promotional offer and allow us to gain valuable feedback on our service offerings)*

If you have any questions please ask as your role is vital to the success of this campaign.

Kind Regards,

Megan Ryan

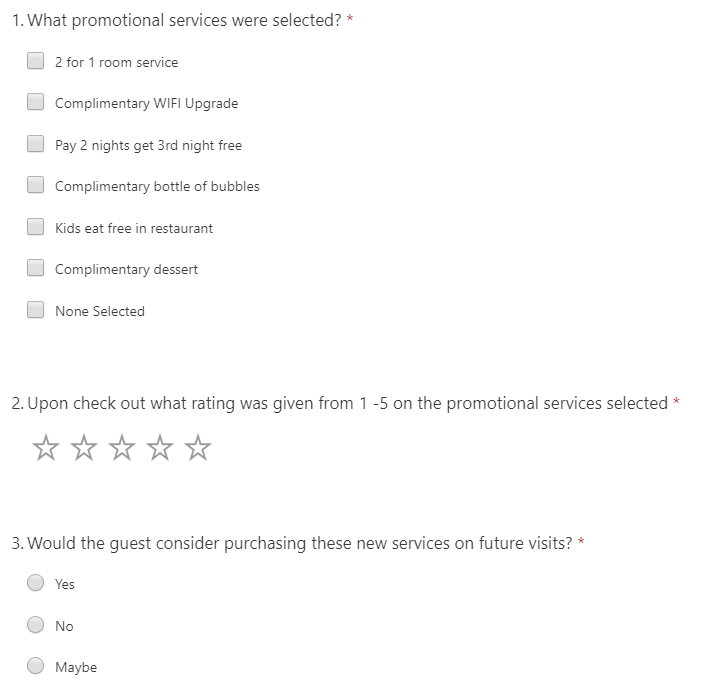
**Customer Service Manager**



**Promotions flyer**



**Promotions success customer survey**

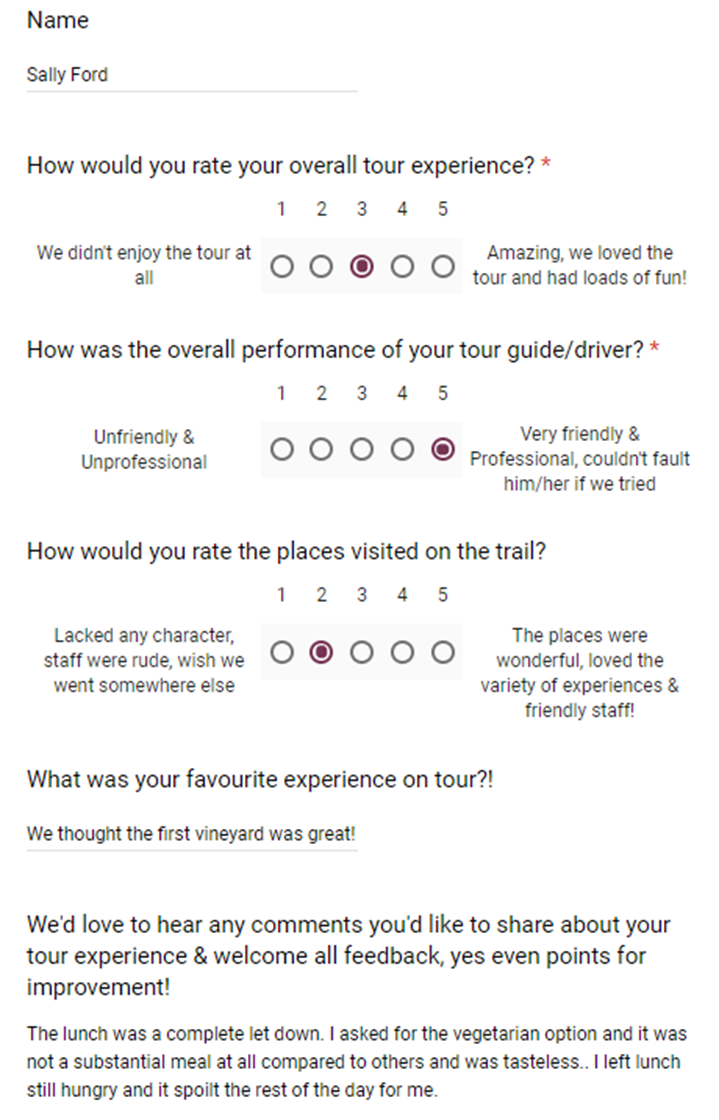


## Part 2: Appendix B

##### 1. ‘Grape Time Tours’ Promotional Flyer



##### 2. Customer Feedback Form



**3. ‘Grape Time Tours’ Compensation Policy**



Grape Time Tours recognises, promotes and protects the rights of individuals or organisations to make a complaint, and promotes and manages complaints in a timely and confidential manner at the first point of contact.

**At Grape Time Tours, we provide services that are:**

* + - * provided with due care and skill
      * fit for any specified purpose (express or implied)
      * provided within a reasonable time (when no time is set).

Source: ACCC, consumer rights and responsibilities <http://www.accc.gov.au/business/treatingcustomers-fairly/consumers-rights-obligations#dealing-with-customer-complaints>

We value and welcome feedback via complaints as they assist us to improve our products, services and customer service. We will always investigate and remedy customer complaints ourselves, this includes if the complaint involves one of our travel partners. The customer will deal only with us until we have rectified the situation to mutual satisfaction. We will take a pro-active approach to customer feedback. Complaints will be managed in line with Grape Time Tours policies and procedures.

**Customer Complaint Procedures**

All complaints made, verbal or written, will be recorded in the Complaints management register at the time the complaint is made, or as soon as possible afterwards. Our standard is 24 hours.

The register can be accessed here: Grape Time Tours Complaints Management Register

The complaint will be recorded by **the customer service member** who took the details.

When taking a complaint, customer service representative will record full details of the complaint including:

* + - * the date and time of the complaint
      * name of complainant
      * product or service provision
      * details of the problem or issue
      * suggestions made by the complainant
      * contact details and preferred mode of contact
      * service commitments made to the complainant
      * copies of any documentation relating to the complaint.

**Informing Customer of progress**

We strive to resolve all complaints within 48 hours. Written complaints will be acknowledged within 24 hours.

Customers will be given an approximate timeframe at the time they make their complaint. Customers will be informed of the progress of their complaint regularly, especially if there are any delays or changes to what has been agreed. Customers will be informed of any changes to our products or services as a result of their complaint. Where appropriate, customers who have had a complaint resolved will be contacted at a later date to see if they are happy with how their complaint was handled.

**Responding to complaints**

As a responsible company we seek to maintain and enhance our reputation of providing high quality services at all times, this includes how we respond to customer complaints.

We are committed to remaining consistent in the manner in which we receive and manage customer complaints. This includes being consistent, fair and impartial when handling complaints.

All people making a complaint will be treated with courtesy and respect, no matter the nature of their complaint. Where possible, complaints will be resolved at the first point of contact. If the complaint cannot be resolved immediately, the customer will be given a timeframe, a contact person and details of our complaint handling process.

**Complaints can be resolved by:**

* + - * Making changes, deemed appropriate by the Customer Service Manager, to products, services and contracts
      * Training of staff to understand Grape Time Tours products, services and operations.
      * Investigations made around the area of issue by the Customer Service Manager.
      * Offering adequate compensation in line with Grape Time Tours compensation guidelines.

**Compensation Policy**

At Grape Time Tours, we consider the lifetime value of a customer and allow the customer the opportunity to define what they believe to be fair compensation as part of the resolution process.

Following the guidelines set below, we empower customer service staff to resolve the issue in a timely manner and achieve a positive outcome.

**Reasonable compensation guidelines**

* + - * First preference for compensation is to offer a product or service replacement, gift voucher or upgrade which is of equal or similar value of the original purchased. This may be offered on the spot by customer service staff.
      * Only as a last resort and when the customer expressly requests a refund is it appropriate to issue a monetary refund
      * Customers compensation request is considered fair when the cost of compensation requested is the same value or less than the price initially paid for the service or product in question
      * In the case when a customer does not offer an adequate compensation expectation the customer service representative can calculate the compensation limits by:

1. The lowest adequate compensation considered is a gift voucher to the value of the cost of the product or service in question.
2. The highest compensation level **before referral to management** is the point where Grape Time Tours will make a financial loss on the original booking as a result. This point can be calculated by using this equation:

Full price of product or service (as paid by the customer)

–

40% (the cost of service or product to Grape Time Tours)

=

Maximum dollar amount budgeted for customer compensation (before referral to management)

This dollar amount can be applied to the cost price of an upgraded service or product (40% of the total advertised price).

* + - * Wherever possible the customer service representative should offer the customer the highest level of compensation to the complainant to promote customer loyalty and goodwill.
      * Following these guidelines, the customer service representative must achieve a satisfactory resolution with the customer within 24 hours or otherwise refer the complaint onto management for escalation.

**Escalation of complaints**

Where possible, we will attempt to resolve complaints at the first point of contact. If we are unable to resolve the complaint at the first point of contact, we will undertake an investigation of the complaint and provide the complainant with our findings. If the usual complaint process cannot resolve a complaint, it should be referred to the Customer Service Manager and the customer will be informed and given an amended timeframe for resolution.

**Reporting and complaints management**

Complaints management should be reported on regularly and all data collected will form part of our ongoing commitment to continuous improvement at Grape Time Tours

Recorded information will include:

* + - * number of complaints received
      * amount of time taken to resolve the complaints
      * nature of complaints received
      * satisfaction levels of customers after complaints have been resolved
      * service improvements made as a result of the complaints received.

**4. Email Template**

Dear <Person or Job Role>

Kind Regards,

<Your Name>

**Customer Service <Your Role – Representative/Manger>**

