

## Appendix 1

### Sample Customer Service Procedures - Australian Tourism

<b>Reliability</b>	Always do exactly what you have said you will do for a customer - if not more.
<b>Efficiency</b>	Make eye contact with visitors within 30 seconds of their arrival and greet them as soon as possible. Introduce yourself and use their names if appropriate. Explain the current circumstances (e.g. if you need to serve other customers at the same time) and share their attention evenly.
<b>Presentation</b>	Good grooming and personal cleanliness are expected at all times. Presentation should be neat and appropriate and voice presentation should portray relaxed professionalism and confidence.
<b>Professionalism</b>	Accuracy and knowledge combined with a customer-focussed attitude will ensure you maintain professionalism whilst building customer relations.
<b>Courtesy and Tact</b>	Always treat customers with respect and courtesy. Avoid too much familiarity and monitor their reaction to your approach. Thank them for their business and ensure they are aware you appreciate their custom.
<b>Flexibility and Convenience</b>	Maintain a 'can-do' attitude. Even if the request is unusual, think about how we can either satisfy their request or provide alternative options. Make it easy for them to do business with us.
<b>Communication</b>	Keep customers well informed about things that affect them. Let them know if there are delays and be apologetic if they are inconvenienced. Make sure they know you are concerned about their experience. Build a rapport without intruding and communicate with other staff to ensure messages are consistent.
<b>Credibility</b>	Do not promise what you cannot deliver. Be sincere and make a genuine effort to fulfil the customer's expectation. Follow up and confirm satisfaction.

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<b>Understanding the Customer</b>	Make an effort to 'read' the customer and their reactions. Are they relaxed and comfortable? Do they feel anxiety? Are they confused? Once you have established any uncertainty, ask questions and put them at ease.
<b>Attentiveness</b>	Be aware of your customer's needs and ensure they have all of the information they need.
<b>In addition:</b>	<p>Customers do not like to be told they are wrong - be diplomatic.</p> <p>Lack of information creates uncertainty - provide as much information as possible when circumstances require a customer's understanding, e.g. when extremely busy</p> <p>'Follow-up' often precludes a problem arising - recognise signs of dissatisfaction</p>