

CUSTOMER SERVICE

The foundation of good tourism is customer service. You are encouraged to watch and listen to those that do it best. When you go into a restaurant or hotel and you see attendants ask guests what they need without delay, that is good customer service. If you see guests waiting and no one will look at them, that is not good service. Here are two items to think about:

Underpromise & Overdeliver (UPOD): This is the idea to promise good service, and surprise guests with even better service.

Example: At the end of a tour of Wli Falls, the tour guide offers their guest a hand carved model of the falls with their name on it – free of charge. This is the WOW that the guests will talk about to everyone they meet. They didn't expect it, and it was amazing!

Lifetime Value of a Customer (LTVC): This is the idea of investing in the customer so that they will keep coming back again and again.

Example: Your guest is having a really good time on the tour and asks to stay later. You charge by the hour, and she wants to go an extra 15 minutes. Instead of charging them, you say that it is your pleasure. It is a small investment in their positive PR to friends and family back home!

How will you deliver UPOD & LTVC?