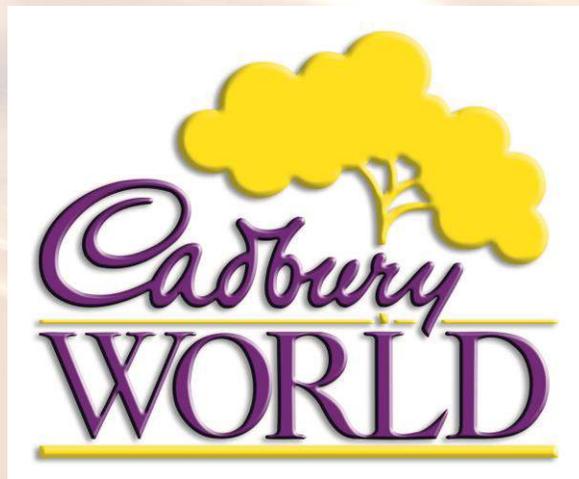


STUDY TOUR BOOKLET

Leisure and Tourism Customer Service.....



Topics covered in this booklet are:

Customer needs

Communication

Presentation of staff

Customer records

Cadbury World

Welcome to Cadbury World, the leading paid admission visitor centre in the UK. It was opened at a cost of £5.9 million in 1990 and it attracts around 650,000 visitors a year.

It was seen as a new venture into leisure, to rival other leisure attraction operators, but was principally a public relations tool, which quickly became a popular half-day visit for devotees of Cadbury chocolate, of all ages.

Cadbury World is owned by Mondelez International. It is self-contained in that it has no direct responsibility for the marketing of individual confectionery brands, although there is a major (unquantified) contribution to the image of the Cadbury master-brand. The original vision for Cadbury World was to be an alternative attraction for the many thousands of members of the public denied access to the Bournville factory since 1969. Factory tours ceased around the time of the merger between Cadbury and Schweppes. In setting up Cadbury World, in the face of strict health and safety and hygiene legislation, this vision was to underpin the central message of "Cadbury means chocolate means fun" with the interpretation of cocoa and Cadbury chocolate both past and present.

Later the vision developed as follows:

To significantly enhance consumers' perceptions of Cadbury and develop long term brand loyalty by:

- Giving the visitor a memorable and enjoyable, uniquely Cadbury chocolate experience
- Offering high quality and good value for money
- Delivering Cadbury values of fun and family, whilst achieving a break-even cost target for Cadbury Limited.

Now the attraction is part of Mondelez International, the above still applies.

Hello and welcome to your work on customer service at Cadbury World.

You are going to undertake an investigation into the customer service at Cadbury World.

In your portfolio for this unit, you will be looking at 4 key areas.

1. The different needs of the customer and how they are met.
2. Communicating with customers.
3. The importance of personal presentation when dealing with customers.
4. Why it is important to keep customer records.

Assessment

Below are four tasks that you need to complete for your portfolio.

This is what you should include in your portfolio:

- a) A description of the situations that require staff to have contact with customers and the type of customers and the type of customer records that need to be completed.
- b) An assessment of the ways in which Cadbury meets the needs of its different customers, the methods of communication used by the staff and the ways used to deal with complaints.
- c) An evaluation of the appropriateness of the customer service provided by Cadbury World.
- d) Include evidence of your dealings with a variety of customers and outcomes from your handling of a customer complaint.

INSTRUCTIONS

Now you are ready to start your investigation at Cadbury World.

Some tasks need to be completed on your visit at Cadbury World and will be marked **V** for Cadbury World visit.

Also in the pack are activities to help with your portfolio. These sheets will be marked **P** for portfolio work.

Don't miss anything out and complete all tasks.

If you are unsure remember you can ask your tutor for help!



P 1 –

Your first task is to design a front cover sheet for your investigation. You must include the following – your full name, title, candidate and centre number.

Rough draft

V – Part (a)

A description of the situations that require staff to have contact with customers and the type of customer records that need to be completed.

- 1) On your tour write down any situations with staff having contact with a customer. Find out what customer records needs to be completed and why.

NOTES -

As part of the staff training each member needs to know how to record information at Cadbury World.

Your job is to show the trainee staff what information needs to be recorded.

So you must fill in the table below so you can present the information to the trainees at their customer service training course. This task can also be done as a power point presentation.

NOTE – include both customer and staff situations.

Situation	What to record	Why?

P

The manager at Cadbury World needs you to produce an informative poster on how to deal with customer complaints for the staff room.

The poster needs to include the following:

- How to deal with rude customers
- What to say
- Who to contact



PART B

Include an assessment of the ways in which Cadbury World meets the needs of its different customers, the methods of communication used by the staff and the ways used to deal with complaints.

You need to complete the tables and use all the information to write a report to the Managing Director.

P

Different types of customers

To help complete this task in detail you will need to use our website: www.cadburyworld.co.uk

Find out how Cadbury World meets their needs – such as facilities, prices, special events and discounts.

Types of customers	How Cadbury World meets their needs
Individuals	
Groups	
People with specific needs	
People of different ages	
Business men and women	
People from different cultures	
Non-English speakers	

P

Different methods of communication

Your job is to review the different methods of communications used by staff at Cadbury World.

Complete the table. Give examples where the methods of communications are used.

Different types of communication	How / where it is used in Cadbury World	Good	Bad
Telephone			
Face to face			
Fax			
E-mail			
Meetings			
Memo			
Letter			

P

Dealing with Complaints

Questions

- 1) Why is it important for Cadbury World that customer complaints are dealt with efficiently?

- 2) Give 3 examples of complaints that customers may have of Cadbury World

- 3) How should the staff deal with complaints?

- 4) What should the staff member do if she/he is unable to deal with the complaint?

- 5) Why is it important for the customer to see the problem is being sorted out efficiently?

- 6) How does Cadbury World deal with the following types of complaints? Use examples to help explain your answer and the differences between the two. (Use your text book to help.)
 - a) Straightforward complaints
 - b) Serious complaints.

P

Presentation to the Managing Director at Cadbury World

You have been asked to present your findings to the Managing Director of Cadbury World.

- Does Cadbury World meet the needs of its customers?
- Does it do a good job or bad job? Why?
- Assess the methods of communications
- How well does Cadbury World deal with complaints. (Straightforward and serious complaints.)
- What could be improved?

Remember this is what you think!

Use all the information that you have collected

Ideas for your presentation

- **PowerPoint**
- **Written Report**
- **Present to your group**

GOOD LUCK!



PART C

Evaluate the appropriateness of the customer service provided by Cadbury World.

V

- 1) Complete the mystery shopper on your journey around Cadbury World – it is your opinion.

The mystery shopper is included at the back of the pack.

P

- 2) From the mystery shopper that you have completed, you need to present your findings in a leaflet / PowerPoint or report.

You must **EVALUATE** what is good and bad at Cadbury World.

You must include the following:

- a) What is good/bad at Cadbury World?
 - Staff presentation
 - Facilities
 - Manners
 - Dealing with enquiries
 - Signage
- b) What improvements does Cadbury World need to make?
- c) What do you recommend Cadbury World do to improve their customer service?
- d) Make sure you justify your suggestions – Cadbury World need to know how it will benefit them.

PART D

Include evidence of your dealings with a variety of customers and outcomes from your handling of a customer complaint.

P

Role play

Imagine that you work at Cadbury World, with a partner you will have to deal with a variety of situations.

Tips to help with your role play

- Listen
- Think about the pitch of your voice
- Body language
- Remain calm and do not argue with the customer
- PRACTICE

Scenarios below to help with your role play.

1. Customer complaint – Student takes on role of waiter/waitress. A customer complains that he has been waiting for his food for over 20 minutes and is not pleased with the customer service.
2. Students take on role of the person who takes the bookings over the phone. A customer phones up to book a group of 15. The student needs to ask key questions – ages, date, time and any special needs in the group. Also need to inform the group of the price and take payment.
3. Customer complaint – A student needs to take on the role of a reception team member. A customer with his family has travelled from London to Cadbury World and is not pleased that they have to wait another hour to have their tour around the attraction. They are demanding a refund.

P

The letter of complaint has been made and you have been asked to reply back to the person concerned.

Read the letter carefully and try to find a solution that will hopefully satisfy the customer. Your letter needs to be typed and presented in a letter format.

Mrs E Smith
10 Grillington Place
Tirade
Moanmouthshire

Dear Sir

We came for your factory tour last Wednesday, with a party of 40 pensioners. We are very disappointed that there was nothing to see, just a load of posters on the wall, and a few people decorating chocolates by hand.

When we actually went into the factory we just saw some machinery wrapping a few bars of chocolates, and didn't see how any of it was made. I came forty years ago and went all around the factory, but this time we hardly saw anything, not even people.

Also when we got to the shop, we were amazed at the price of chocolate. I thought the prices in a factory shop like that would be much cheaper, and your prices of the drinks like tea and coffee are also on the high side.

And on the way home, the coach broke down. So I just wanted to know what Cadbury are going to do about the disappointing day we had.

Yours faithfully

E. Smith

E. Smith (Mrs)

MYSTERY SHOPPER

In order to find out how effective customer service is at Cadbury World, you have been asked to become a "Mystery Customer" for a day. As part of your role you will need to assess:

Customer satisfaction Communications (written/oral)
Health and safety Sales techniques

Mark the boxes  = Yes  = No or write in your comments in the space provided.

A. Front of House / Reception:

Were you able to park easily?	
Is the packaging plant open?	

Do the staff / are the staff:

Smile?	
Make you feel welcome?	
Make eye contact?	
Polite?	
Wearing name badges?	
Of tidy appearance?	
Deal with customer requests / needs pleasantly?	

What is your first impression of:
Reception?

Cadbury - the brand?

B. Exhibition entry:

Were the staff informative?	
Did you see any demonstrations?	

C. Chocolate Making Area:

Smile?	
Eye contact?	
Welcoming?	

D. Shop:

Clean?		Welcoming?		Signs clear?	
Offers?		Prices?		Sufficient stock	

Till operator:

Smile?		Polite?		Name badge?	
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Were purchases wrapped / bagged?

E. Playground

Is the area clean?	
Are there enough activities?	
Is there enough seating for everyone?	
Is the equipment well maintained?	
Are the children happy?	

What improvements could be made?

F. 4D Chocolate Adventure:

Were you informed of your waiting time if you've had to queue?	
Were there any actors / characters? If so did they interact with the visitors?	
Was the area tidy and were all the activities working?	

G. Special Needs:

Are there sufficient facilities for:

People with visual impairment?	
People with hearing impairment?	
People with limited mobility	
People with babies and small children	
Special dietary needs? (e.g. diabetic, gluten – free, allergies	
Foreign visitors?	

H. General Observations:

Do you agree with the opening dates / times?

As a customer do you feel that you have had value for money?

Do you think the attraction is aimed at a particular age group?

Do you feel that the number of visitors in the building is adequate?

Do you think the staff provides good customer service?

Give reasons

Are the general facilities (i.e. WCs) clean / well maintained?

As a customer, do you think Cadbury World is successful in?

Telling the story of the history of chocolate / Cadbury?

Describing the process of making chocolate?

Advertising the Cadbury name?

Do you think Cadbury World enhances the 'Cadbury' brand name?

What is your overall impression of:

Cadbury World

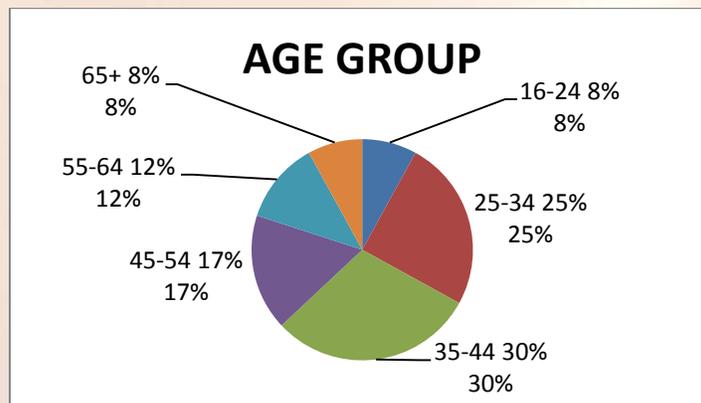
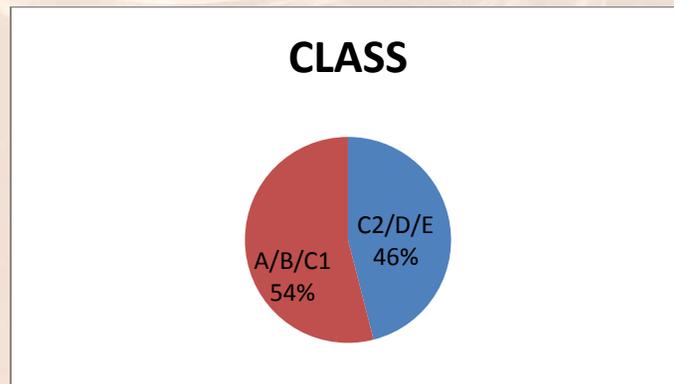
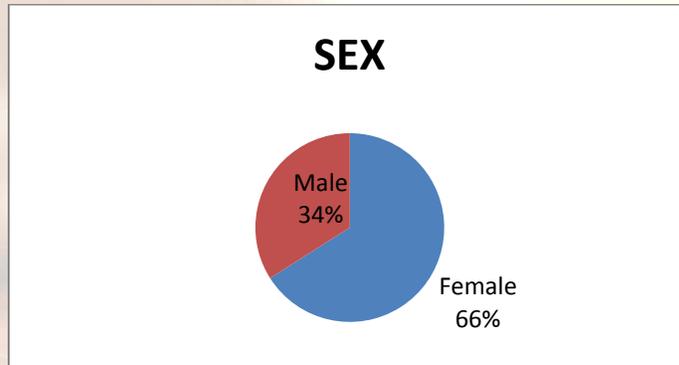
Cadbury?

Would you recommend the attraction?

In the future, would you make a return visit?

CADBURY WORLD CUSTOMER BASE

Detailed profiles of visitors are rather harder to identify, but survey data suggests the following breakdown: (sample 300 adults)



Cadbury World Organisational Structure

