



TASSIE TOURISM

masterclass



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WEEK 7: YOUR VISITOR EXPERIENCE

Presented by Anne McVilly

Customer Service and what it might look like post COVID19



What is Customer Service?

“the way that an organisation deals with customers before, during, and after a sale, and the activities involved in dealing with customers”



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What will Customer Service look like
in our new COVID world?



KNOWNNS

- We have Tasmanians

UNKNOWNNS

- Which domestic routes will open and when?
- Will domestic travel be same as pre Covid ?
- When will international markets and routes open?
- Effect of global economy on travel?
- Will Tasmanians travel in their own state?



Unique Selling Proposition

What makes your product or experience unique?

Do you need to tweak it to suit the Tasmanian or domestic market ?





Port Arthur

Tasmanians only 7% of visitation

USP:

- Free upgrade to 2 year pass
- Children free
- Smaller tour group sizes
- No crowds
- Intimate experience
- Not all experiences on offer



Tourism Research



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[Home](#) / [International](#) / International tourism results

LATEST INTERNATIONAL VISITOR SURVEY (IVS) RESULTS

Year Ending December 2019

VISITORS



8.7 million ▲ 2%

NIGHTS



274 million ► 0%

SPEND



\$45.4 billion ▲ 3%



Tourism Tasmania
tourism info monitor





Tourism Tasmania

Tourism Tasmania

Post Covid-19 Community Leisure Travel Survey

Research Report

May 2020

emrs

Environmental & Market Research Solutions

Tasmanians intend to return to Pre Covid patterns of visiting cafés, restaurants and pubs

Will take more intrastate overnight trips in paid accommodation including many in regional Tasmania

All Tasmanians are aware of the need for social distancing and there is a very high rate of compliance

Tasmanians are most concerned about hygiene and cleaning when they attend hospitality venues



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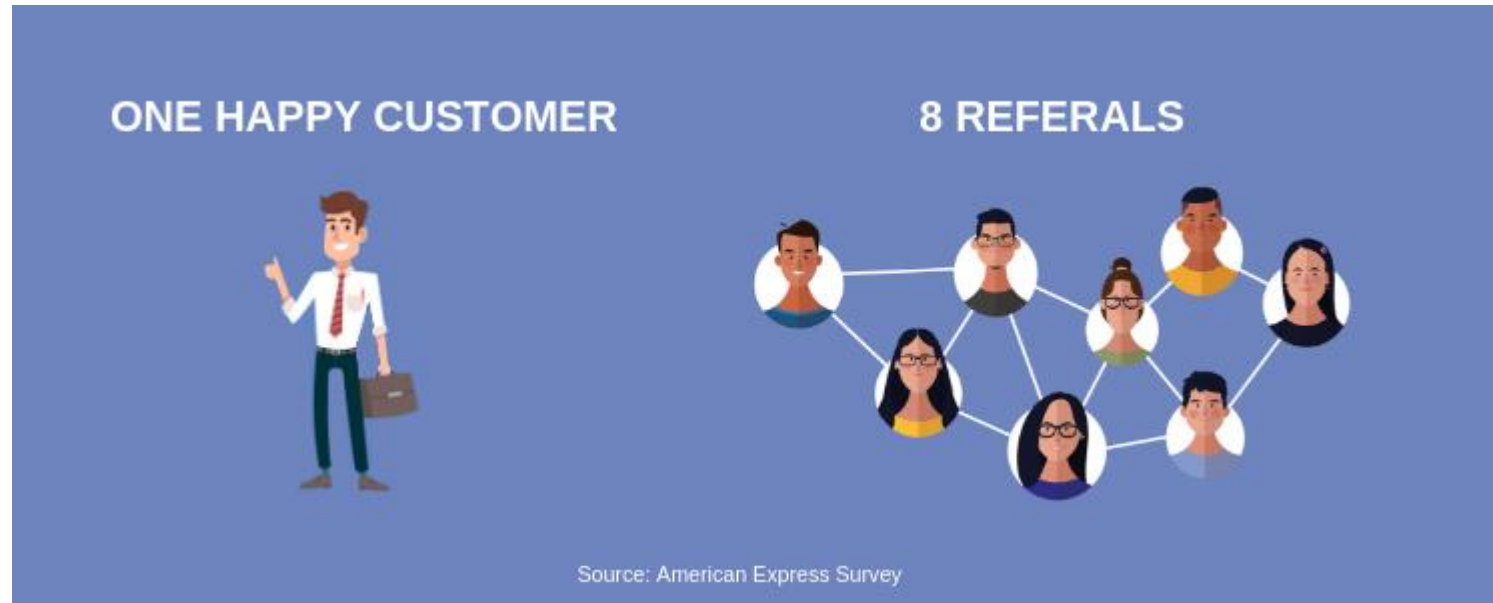
**NATIONAL COVID-19
SAFE WORKPLACE
PRINCIPLES**



CUSTOMER SERVICE



BRAND



It's the customer who decides whether or not we have delivered on our Brand Promise





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What make customer service 'good'

- Knowing your customer
- Knowing your product or experience
- Listening and communicating
- Being solution focused
- Being flexible
- Deliver on your promise
- Engaging with
- Human touch

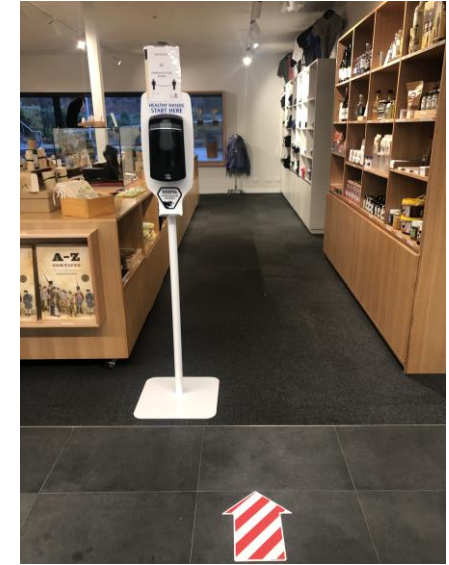
At each and every touch point of the visitor experience

- Awareness
- Booking
- Arrival
- During visit
- Post visit



What is it going to look like now?





Know your customer

EMRS report on Tourism Tasmania website
Tasmanian Visitor Survey
Tourism Information Monitor
Own research
Tourism Australia - new Domestic Profiles



Tourism Australia – Domestic Profiles

I WANT TO TARGET ...



WHO ARE THEY?

- Over half were 55 years of age or older (53% of trips). Those aged 20 to 29 took a further 15% of trips.
- Over half were capital city residents (53%), while 47% were from regional Australia.
- One-fifth of trips were taken by couples with an annual household income of over \$200,000.

WHY DO THEY TRAVEL?

- Adult couples mainly travelled for leisure, with 54% of trips taken for a holiday, and 38% to visit friends and relatives.
- Out of those couples travelling for a holiday, 8% did so to attend an event—sporting, cultural, or festival.
- Only 5% of trips were for business.

WHERE AND WHEN DO THEY GO?

- Two-thirds of trips included a regional destination with a longer average trip length of 3.9 nights.

Know your product or experience

What makes you unique?

Do you need to tweak to suit
Tasmanian or Domestic Market?

Ensure your staff have experienced
it themselves



Listen and communicate

Honest messages on website and social media

What are you offering

What aren't you offering

Listen to better understand their new and changing needs



Be solution focused

Listen to customers as their needs change

Empower staff to make decisions



Be flexible

Flexible shifts for staff

Most customer service staff are unable to work from home

Offer flexible arrival, dining and check out times

Update your terms, conditions and cancellation policy

Offer full refunds



Deliver on your promise

Train your staff

Go above and beyond

Do more than minimum required



Engage with

Offer talk to them through the customer journey

- Booking
- Arrival
- During visit
- After visit

Face to face within social distancing

Gather new research



Human Touch



We used to touch our customers to help them

We used to carry their bags

We used to share food & wine

We used to share microphones

We used to hug our favourite customers

We used to pat each other on the back

Sadly - we all remember the day this changed

Here's to the day we touch again, and embrace without hesitation



Customers crave the human touch and quite possibly will crave it now more than ever.

We need to find ways to deliver the all-important human component of our service



Good customer service starts
with your staff

**DON'T ASK US
TO GO BACK**

**TO UNSAFE
WORKPLACES**



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Involve your number one asset

Consultation in re open planning; and once open

Do more than minimum standards required

Celebrate coming back to work and small wins

Empower staff to make decisions

Show you care

Have fun



COVID-19

Looking after your wellbeing



Australian Government

National Mental Health Commission





Keep your eye on your longer term strategies





SUMMARY

- Get to know your new customer
- What is your USP?
- Open, honest and timely communication
- Be flexible
- Deliver on your promise
- Find the 'new' human touch
- Engage your staff
- Focus on your long term vision
- Customer service is part of your brand



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THANK YOU



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Tourism Industry Council Tasmania