

Achieving in Tourism

Principles of customer service

AC 3.2, 3.3, 3.4

Quality of the Customer Experience

Having collected a range of qualitative and quantitative data from your primary and secondary research, you now need to produce a report on your findings.

Your report will be divided into a number of sections:

- You will first need to write an introduction to your organisation.
- You will need to show that you have processed the data you collected. Remember that data can be qualitative or quantitative.
- You will need to present your data using tables, graphs and other techniques
- You will need to analyse your data. This means you will need to say what the data shows.
- You will also need to interpret your data. This means that you will have to say what your data means.
- You will also need to draw conclusions about the quality of the customer experience provided by your chosen organisation.
- Finally, you should include an appendix, which should include samples of the questionnaires, mystery shopper checklists and interviews you carried out.

This report will be the final piece of work for this unit. Make sure that you show what you understand about the quality of the customer experience at your chosen tourism organisation and produce a piece of work that you are proud of.

The Introduction

Obviously, the title of your report will be 'The Quality of the Customer Experience at _____' (filling in the name of the organisation you are reporting on).

You will only have to write one page or so as an introduction, so you will need to consider what to include.

The table in the word document below contains ideas about information about your organisation that must be included in your introduction, information that should be included, information that could be included, and information that does not need to be included.

Activity (Offline)

Download the document below and shift the tiles around in the table to get to the right information on each of the four rows:

- Information that **must** be included
- Information that **should** be included
- Information that **could** be included
- Information that **does not need** to be included

You may agree or disagree with what information should go on each row. You can discuss your decisions with your classmates.

Presenting information

After you have visited your chosen organisation and collected information using research tools, you need to consider how to present your data. It might well be that you need to do some additional work to process the raw data so that it can be presented properly.

There are many ways in which you can present your data. Remember your data could consist of quantitative and qualitative information.

Set out below is a table of a list of techniques and terms used in the presentation of data. You may well be aware of some of them.

Activity 1 (Offline)

In order to help you decide which methods of data presentation to use, complete the table and consider which would be the best ones for you to use. You might need to undertake some research to help you to understand some of the terms.

Download the document below for a copy of the table to fill.

presenting information

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Activity 2

Notice

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There are several computer programs which can be used to present data. These might be appropriate to use. Research these programs and decide whether they might be useful for your presentation. Remember to identify the name of the

programme you have used.

Activity 2

There are several computer programs which can be used to present data. These might be appropriate to use. Research these programs and decide whether they might be useful for your presentation. Remember to identify the name of the programme you have used.



Activity 3

Notice

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Examine the information you collected to produce your research log from secondary sources. Is there any data from these sources which could be included in your report? Remember to acknowledge the source of the information. (What was the name of the website where you found the data?)

Activity 3

Examine the information you collected to produce your research log from secondary sources. Is there any data from these sources which could be included in your report? Remember to acknowledge the source of the information. (What was the name of the website where you found the data?)



Analysis of data

This is how the professionals do it! The extract below is from a report produced by Visit Britain. It might help you to understand what an analysis of data looks like.

At this stage, you should have produced a series of graphs which you have constructed using data relating to the quality of the customer experience at your chosen tourism organisation. You may also have identified the key points made in interviews you undertook at the data collection stage.

The more graphs and information you have available, the more you will be able to complete your report successfully.

To analyse your information, you must explain what the information says. Simply, you need to put the information in the graphs into words, always remembering that you are investigating the quality of the customer experience at your chosen organisation.

Activity

Notice

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Look at the graphs and tables you have produced. Can you see what they are telling you?

Think about:

- The highest totals and the lowest totals for responses to the questions you asked
- Average/mean figures
- How much the figures in the graphs vary – is there a big or small difference between the highest and lowest totals?
- Are there gaps in the graphs?
- Are there any particularly interesting results you can quote?
- Do the results show that there are aspects of the customer experience at the organisation which are outstanding?

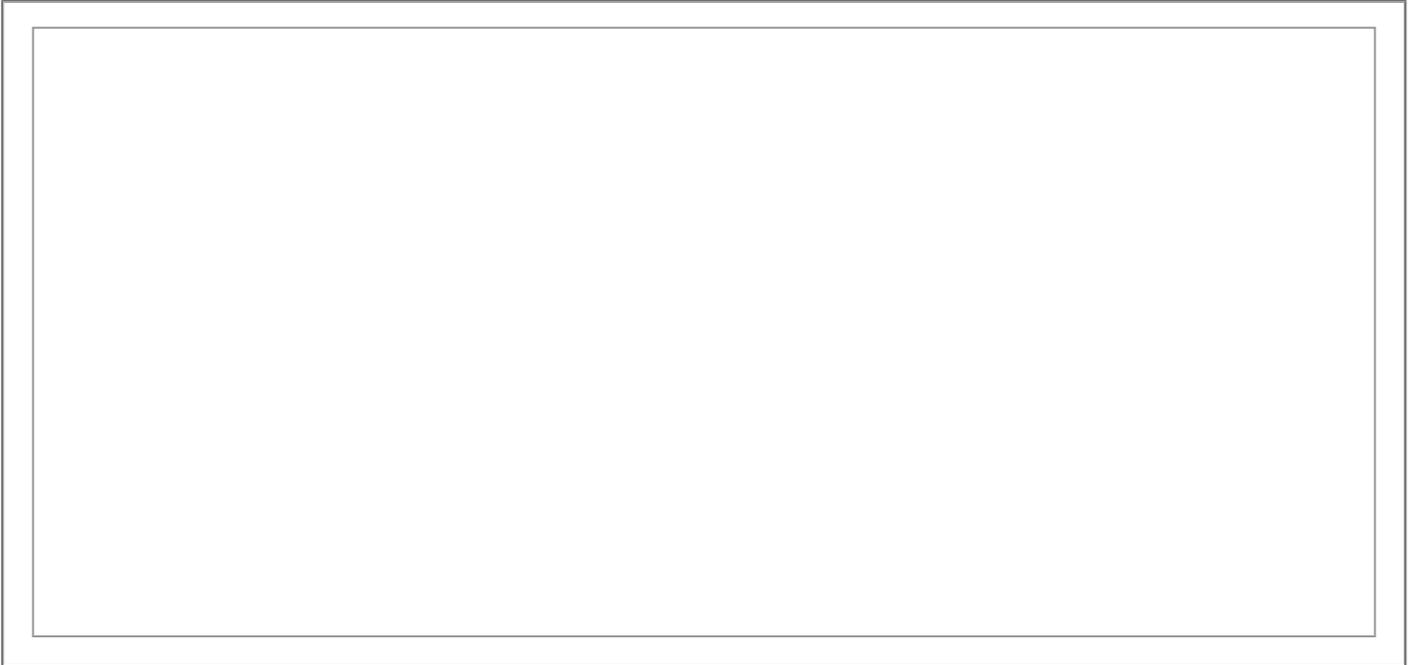
- Do the results show that there are aspects of the customer experience at the organisation that need improving?
- Do the graphs show that some groups of customers have a better experience than others?
- Do most customers have a good experience at your chosen organisation?
- Which aspects of the organisation do customers enjoy most?

You will need to provide an analysis for each of the graphs and tables you have produced.

When you write up your analysis, the words in the box below might be of help.

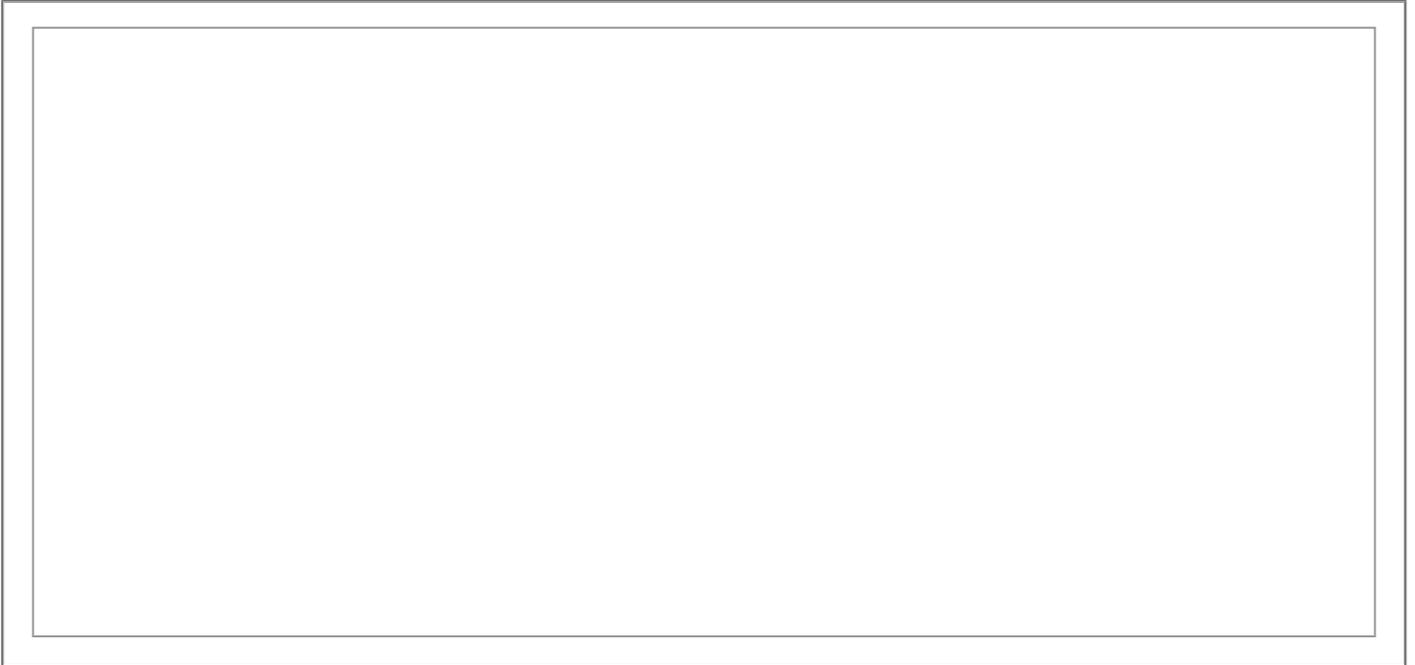
Graphs and Tables 1

Notes on my graphs and tables ...

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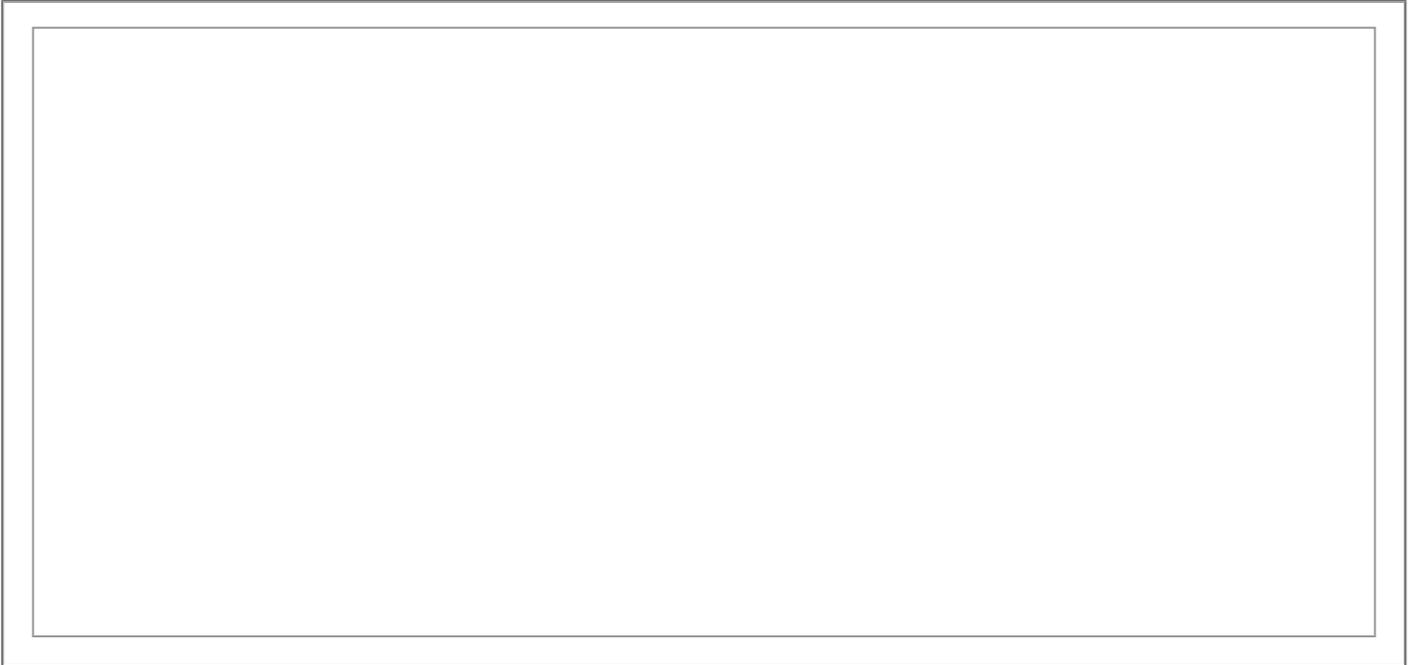
Graphs and Tables 2

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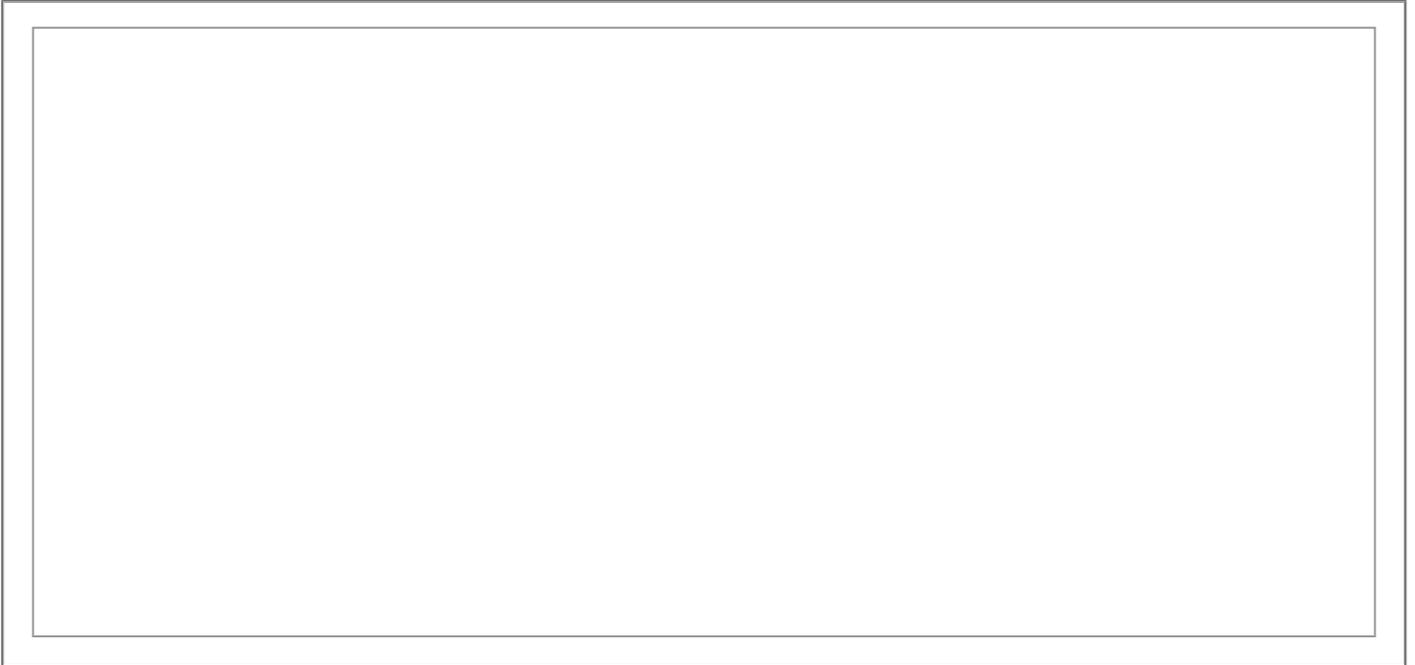
Graphs and Tables 3

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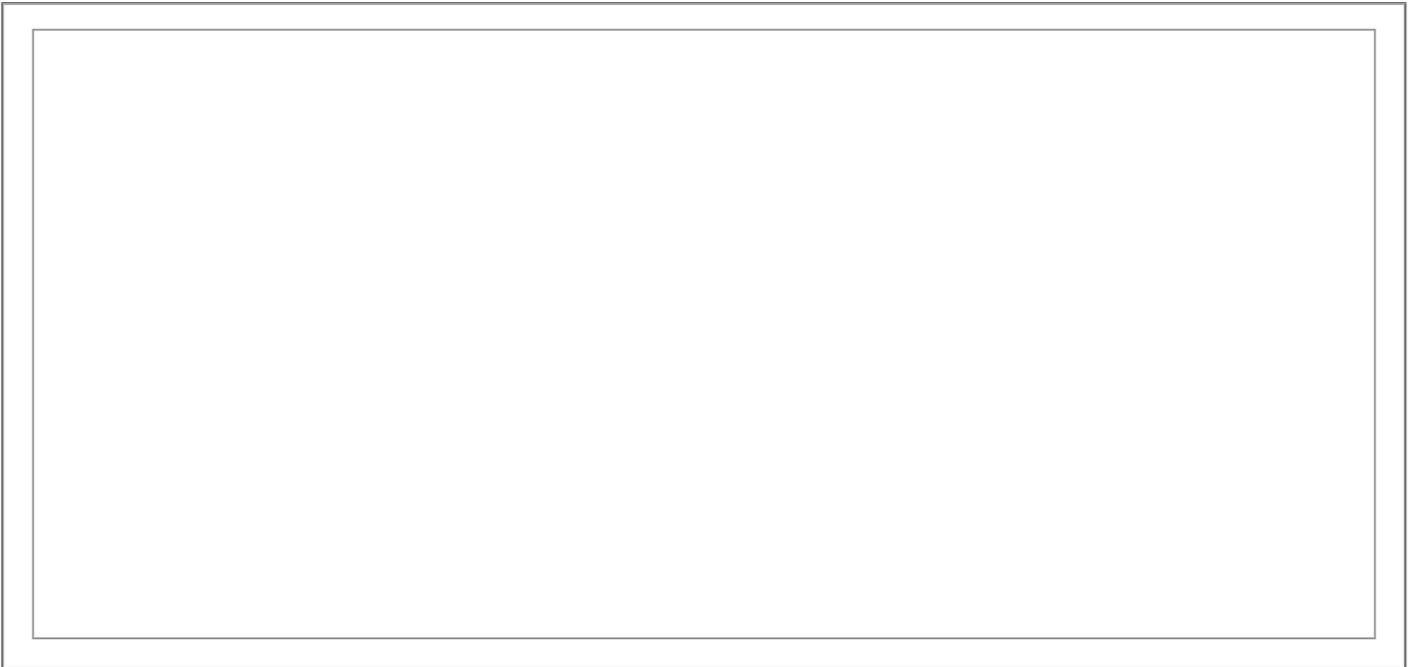
Graphs and Tables 4

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Graphs and Tables 5

Notes on my graphs and tables ...

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Interpretation of data

Having analysed your data, you now need to say what it means.

You can do this for:

- The graphs and tables you have analysed
- The findings from interviews
- Key information from secondary data which you put into your log.

It might be an idea to ask yourself some of the questions that you considered when you analysed your data. Namely:

- Are there any particularly interesting results you can quote?
- Do the results show that there are aspects of the customer experience at the organisation which are outstanding?
- Do the results show that there are aspects of the customer experience at the organisation that need improving?
- Do the graphs show that some groups of customers have a better experience than others?
- Do most customers have a good experience at your chosen organisation?
- Which aspects of the organisation do customers enjoy most?

Analysis and interpretation

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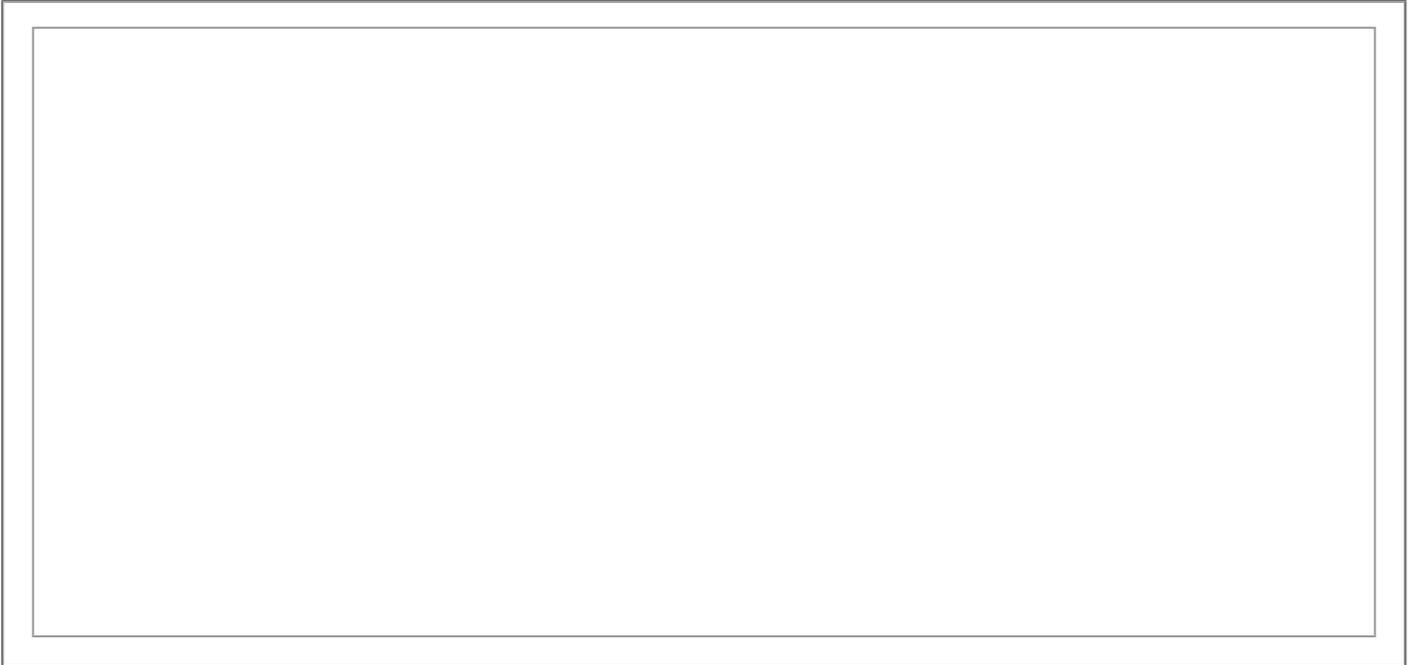
It is quite understandable that there may be an overlap between analysis and interpretation. Don't worry too much about this. Concentrate on what the data says and what it means about the quality of the customer experience at your chosen organisation.

The words and phrases in the box below might help you in writing up your information.

Use the online writing-frame to keep track of your interpretation notes.

Interpretation of data

My notes ...

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Conclusions

Quite simply, your conclusions will be the main findings of your investigation into the quality of the customer experience at your chosen organisation.

There are some key questions to consider:

- What's good about the customer experience at your chosen organisation?
- What's bad about the customer experience at your chosen organisation?
- From your research, how could the customer experience be improved at your chosen organisation?

Apart from these main questions, there are other ways in which you could develop your conclusions. For example:

- Which groups of customers receive a particularly good customer experience and have their needs and expectations met?
- For which groups of customers could the overall level of experience be improved and how?
- Are there groups of customers which receive a poor quality of experience? Can you explain why?

Another way of drawing conclusions is to consider the customer experience in various aspects and departments of the organisation. These could include:

- Online information and the quality of the website
- Ticket sales
- Access, signage and car parking
- Entrance and visitor information
- Signage within the organisation
- Quality of rides and other facilities
- Quality of refreshments
- Toilets and facilities for those with additional needs
- Souvenirs and merchandise

When you write up your conclusion there is a wide range of words and phrases that can be used. These are given in the box below.

My conclusions

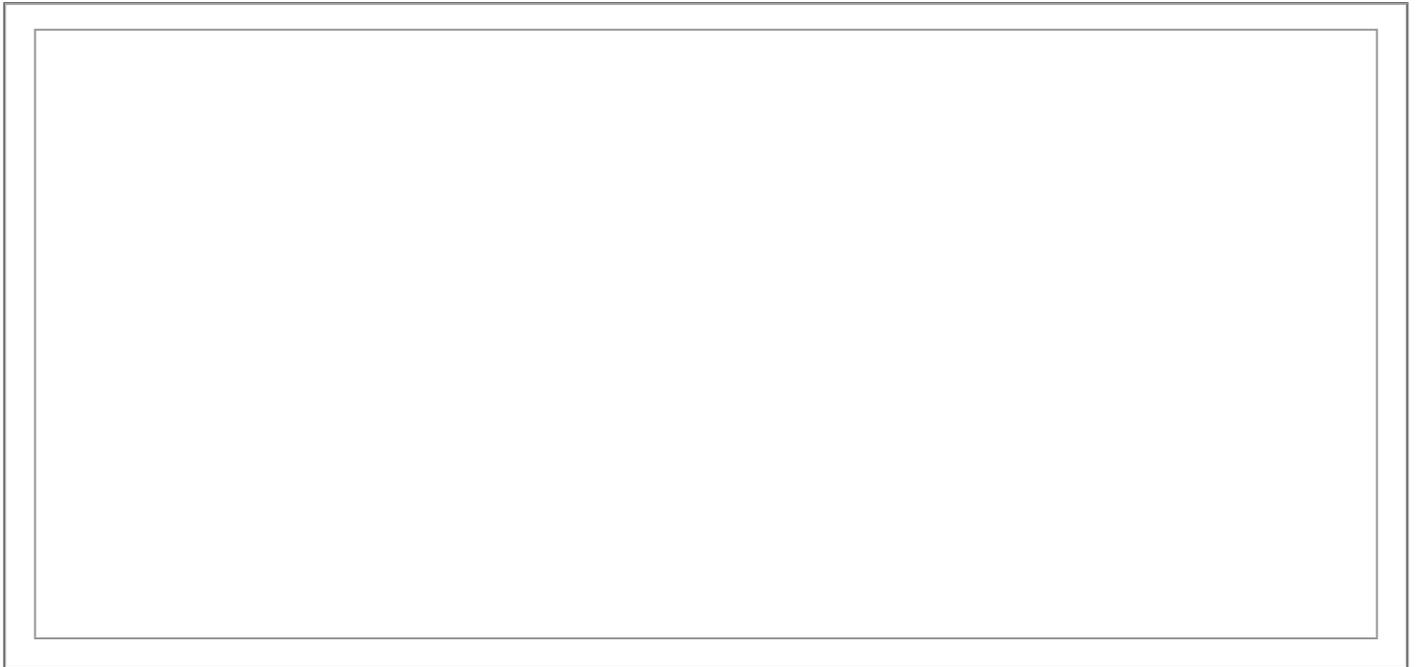
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Use the online writing-frame to keep track of your notes on your conclusions.

Conclusions

My notes ...

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Putting it all together: Your Report

Your Report

Notice

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Almost there!

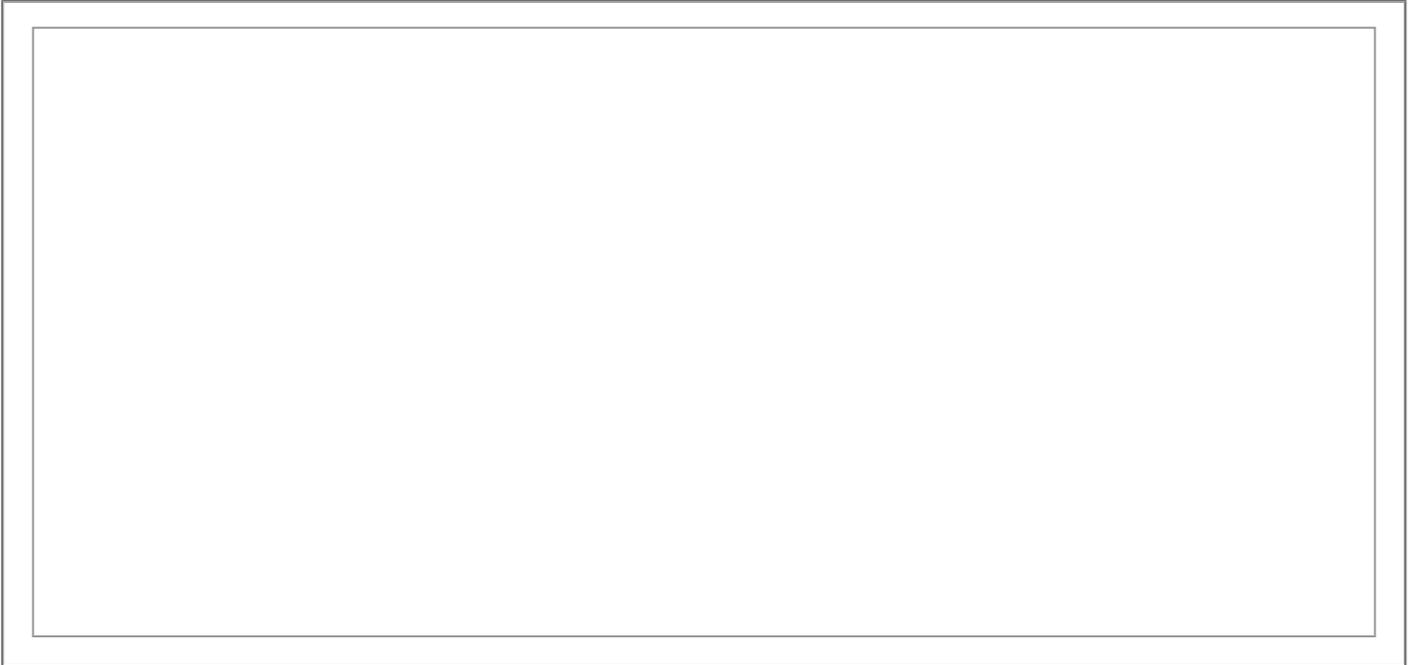
All you need to do now is to put your introduction, results, analysis and interpretation, together with your conclusions together into one document. (It's easier to write your report on an offline word processor - but use the online writing-frame for any notes).

Make sure that you have used the same font throughout and that your finished report is the correct order with a front cover.

Hopefully, you will have a piece of work that you can be proud of!

My Report

My notes ...

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