

**Customer Service**

**Why is it important to an organisation that its customer's return and / or speak positively about their experience?**



# Importance of customer service

- If visitors have an enjoyable experience they will return again
- If visitors feel they have received a good service, they will tell their family and friends
- If visitors spread the word about their positive experience by telling family and friends, the organisation will build a good image

# What is customer service?



- Write a definition of **customer service**

# What is customer service?

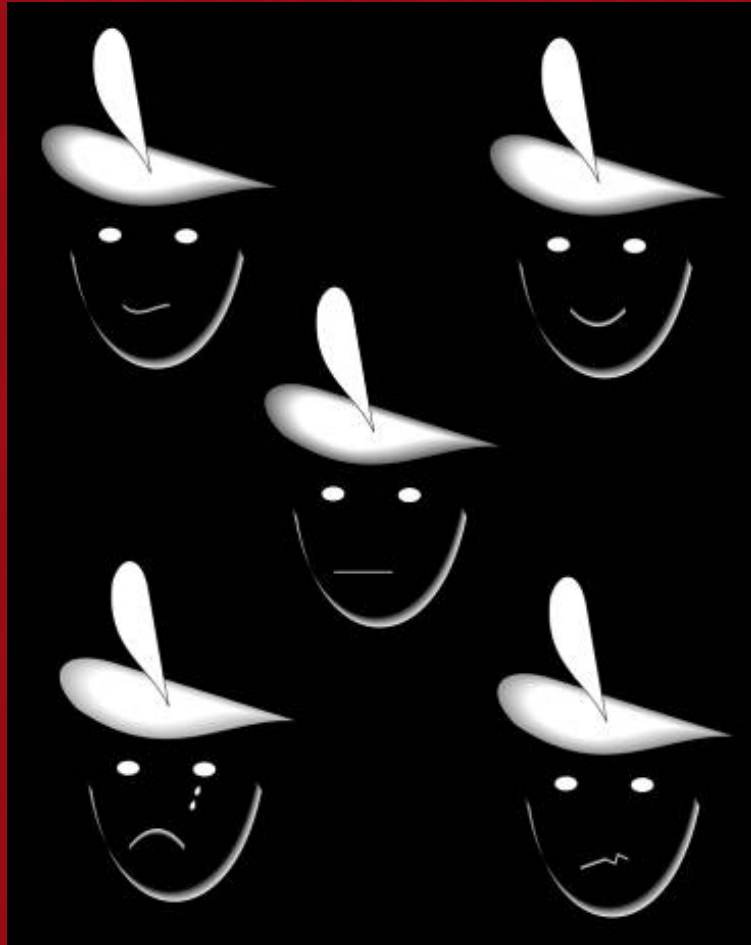


Photo credit: Sergio Roberto

- **Customer service** means serving the customer. It involves all contact with the customer, be it face-to-face, or indirect contact (i.e. dealing with complaint letters)
- **Good customer service** involves putting the customer first. It means serving them in a way that *they* feel is excellent.

**Sorting exercise – from the list of words provided, decide which suggest good service and which suggest bad service...**

# Sorting exercise

Smart

Accurate

Reluctant

Confident

Prejudiced

Sincere

Indifferent

Scruffy

Inconsiderate

Discreet

Surly

Positive

Good service	Bad service



# Sorting exercise

Good service			Bad service		
	Smart			Reluctant	
	Sincere			Indifferent	
	Accurate			Surly	
	Confident			Scruffy	
	Positive			Inconsiderate	
	Discreet			Prejudiced	



# Brainstorming customer service

- What other words do you feel suggest either good or bad service?

[illegible]

# **Madame Tussauds' 10 rules of customer satisfaction**

1. **Warm welcome** – the key to a successful attraction.
2. **First impressions** – are lasting and our visitors will remember the impression you give.
3. **Stars of the show** – you are part of the show, your presence can bring the attraction alive.
4. **Appearances count** – you are on show, look the part to meet our visitors.
5. **Excuse me?** – know the attraction and be ready to answer questions.
6. **Fun, fun, fun** – you are in the entertainment business, show you enjoy your work.
7. **Be prepared** – for unexpected emergencies and know how to handle any situation.
8. **Positive thinking** – take the initiative; make suggestions to make your attraction even better.
9. **Litter** – is everyone's problem, so take pride in your site.
10. **Winning team** – work together and use your talents to the best.

# Benefits of good customer service

**Madame Tussauds**  
LONDON

Your name: \_\_\_\_\_

Your form/class: \_\_\_\_\_



## Benefits of good customer service

Madame Tussauds encourages all staff members to consider the following rules when dealing with customers:

- 1 Warm welcome**  
- the key to a successful attraction.
- 2 First impressions**  
- are lasting and our visitors will remember the impression you give.
- 3 Stars of the show**  
- you are part of the show, your presence can bring the attraction alive.
- 4 Appearances count**  
- you are on show, look the part to meet our visitors.
- 5 Excuse me?**  
- know the attraction and be ready to answer questions.
- 6 Fun, fun, fun**  
- you are in the entertainment business, show you enjoy your work.
- 7 Be prepared**  
- for unexpected emergencies and know how to handle any situation.
- 8 Positive thinking**  
- take the initiative, make suggestions to make your attraction even better.
- 9 Litter**  
- is everyone's problem, so take pride in your site.
- 10 Winning team**  
- work together and use your talents to the best.

Complete the diagram below detailing the effects of good customer service.



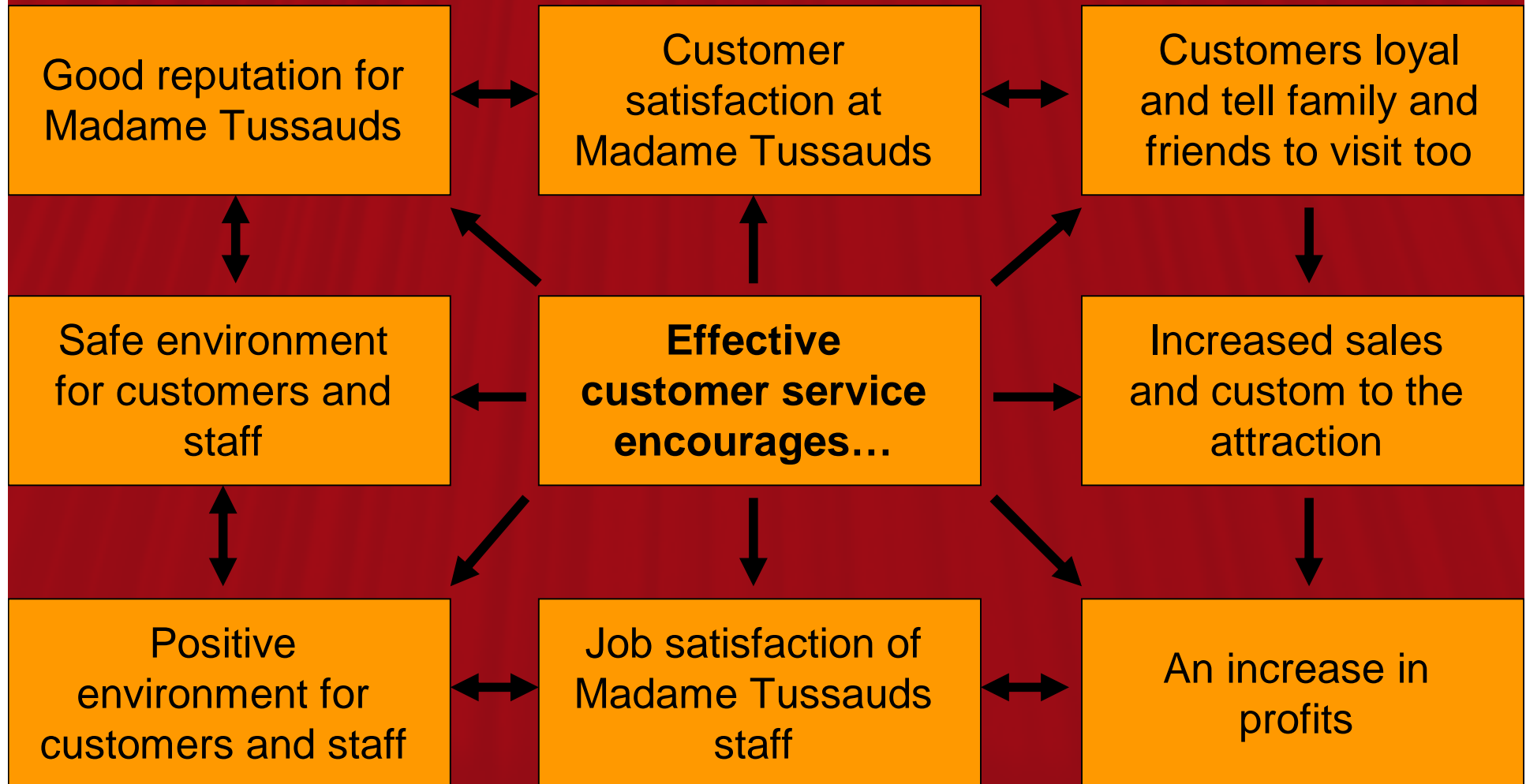


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- Using worksheet 14, complete the diagram detailing the effects of good customer service



# Benefits of good customer service: Example answer



# Customer service in action

# Customer service in action


- Staff at Madame Tussauds are taught to deal with customer complaints in the following way:
  - Stay calm
  - Empathise / sympathise with the customer
  - Use positive body language
  - Don't justify – offer solutions, not explanations
  - Use an area where the staff and the guest feel comfortable to deal with the complaint
  - Listen – be patient and pay attention
  - Try to find out what can be done to make the guest feel better and act on it
  - Be aware of when to call for assistance
  - Make sure any further communication is as agreed with the guest

# Customer service in action

**Madame Tussauds**  
LONDON

Your name: \_\_\_\_\_

Your form/class: \_\_\_\_\_




## Customer service in action

Staff at Madame Tussauds are taught to deal with customer complaints in the following way:

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- ★ Be aware of when to call for assistance
- ★ Make sure any further communication is as agreed with the guest

Get into pairs and take part in some role-play activity that focuses on interactions between a visitor and a staff member at Madame Tussauds.

Scenario 1	Scenario 2	Scenario 3
A customer who can't speak English. They are trying to find out where the toilets are located.	A customer complaining that they had to wait too long in the queue and it's had a knock-on effect on the rest of their day.	A customer complains to you that another member of staff was really rude to them.
Scenario 4	Scenario 5	
A group of customers loudly complain that their favourite celebrity isn't at the attraction. They came especially to see that particular wax figure because they thought they had read somewhere that it was supposed to be there.	A customer complains that the Chamber of Horrors attraction was too scary for their children.	



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- Get into pairs and take-part in some role-play activity that focuses on interactions between a visitor and a staff member at Madame Tussauds
- The different role-play scenarios have been provided on worksheet 15



# **Devising customer satisfaction questionnaires**

# Devising customer satisfaction questionnaires

- Organisations like Madame Tussauds are keen to find out more about their customer experiences through customer satisfaction questionnaires
- Before our visit to Madame Tussauds, create your own customer satisfaction questionnaire
- On what criteria will you judge your experience?
- Complete the questionnaire during your visit

# Some areas for consideration

**Overall  
enjoyment**



Photo credit: <http://www.broken-arts.com>

# Some areas for consideration



Photo credit: Steve Woods

**Value for  
money**



# Some areas for consideration

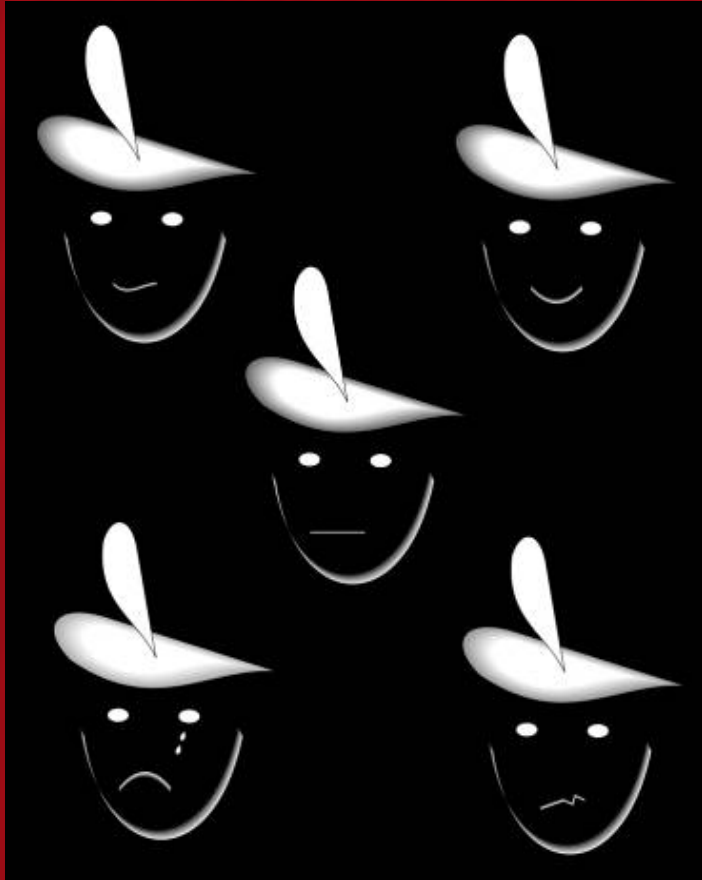


Photo credit: Sergio Roberto

**Customer  
service**

# Some areas for consideration



Photo credit: Nicolas Raymond

**Cleanliness**

# Some areas for consideration



Photo credit: Clambert, SXC

**Toilet  
facilities**

# Some areas for consideration



Photo credit: Sigurd Decroos

**Length of  
time queuing**



# Some areas for consideration



**Escape the Chamber  
of Horrors & SCREAM**



**Buy your tickets for today**

 Achetez vos billets pour aujourd'hui  Kaufen Sie Ihr Ticket für heute  
 Acquisto biglietti per oggi  Compre sus entradas para hoy



**Escape the Chamber  
of Horrors & SCREAM**



**Signage**

# Some areas for consideration



Range of  
wax figures

# Devising customer satisfaction questionnaires

**London's most famous day out**



**Madame Tussauds**  
LONDON ★

Who do you want to meet?

Visit [www.madame-tussauds.co.uk](http://www.madame-tussauds.co.uk) to check out our best offers and book your fast track tickets

📍 Next to Baker Street Tube Station

The images shown in this advertisement depict wax figures created and owned by Madame Tussauds.

What were your findings?