

# Customer Service Manual for City of Darwin Cruises Pty Ltd



## **1.0 Introduction**

This customer service manual sets out to the owner, manager and staff of **City of Darwin Cruises (CDC)** the expected standard of customer service to provide a high level of service to our clients.

## **2.0 Important points to remember for CDC to deliver high standard of Service Delivery and Customer Standards for staff**

The guidelines are laid out as follows to remind all staff and crew how we deal with our clients. Should you require clarification on any issue please ask one or the Directors.

### **Excellent customer service**

- Help you as quickly as possible
- Greet the client politely
- Identify ourselves
- Speak plainly
- Listen carefully
- Provide the client with information
- Provide advice when asked
- Ask the client how we can improve our service

### **Courteous telephone manner**

- Friendly greet and provide your first name
- Converse with clients in a friendly and professional way
- Give customers time to explain before responding
- Respond to messages within 2 hours

### **Respect for others**

- Be fair and unbiased
- Respect your needs
- Respect your privacy

### **Honesty and integrity**

- Be reliable and fully honest with owners, other staff and clients
- Record information accurately
- Take responsibility for following through problems and complaints
- Keep appointments
- Explain options

## **3.0 Customer complaints Management and feedback Procedure**

Customer complaints will be dealt with as rapidly as possible. Complaints will be dealt with in a fair and equitable way. Customer complaints will be resolved where possible to the customer satisfaction followed by problem and process analysis, design of preventive actions and implementation of necessary management system and service delivery process enhancements. The aim is to eliminate or substantially reduce reasons for dissatisfaction that cause customers to lodge complaints. A rapid resolution of a complaint is the key to retention of customers followed by prevention.

Customer complaints are to be reported to the Operations Manager who will complete a record in the customer complaints register. The complaints will be followed up by management, with the resolution recorded in the complaints register.

## **Public Relations**

Whoever you are, where ever you are, public relations make a difference in your life – believe it or not. Public Relations (PR) is the practice of promoting your business, yourself, your products or services to a specific audience or to the general community. It is the art of constructing a visible reality in the minds of your key stakeholders or target audience.

The Public Relations umbrella covers a number of associated activities, all of which are concerned with communicating specific messages to specific target audiences. This typically covers; research, strategic planning, publicity, community relations, government relations, internal relations, investor relations, stakeholder relations, charitable causes and media/ communications training.

It is also about appearances (image). This image may be a reflection of the businesses core values represented by the individual or product or it may be created by a business and their PR Executive.

Public Relations strategies are utilised everyday across the globe in a multitude of industries. Including product launches and promotion, issues management, brand awareness, profile building of senior staff and even to boost the popularity of celebrities and sportsmen.

### **1.Customer comes first**

Good customer service demands that you do your utmost to ensure that your clients are always satisfied and have a positive experience whenever they deal with a member of your team. Happy clients will be a source of client referrals for you, which are often the best 'free' form of marketing for your business. Always follow up on outstanding issues for clients or potential clients. You can truly make a difference if you deliver results or respond to queries within 24 hours.

### **2.Corporate communication**

All of your corporate communication should reflect the vision, values and branding of your business. All corporate logos, colours, and details should be consistent and uniform throughout the business. It should be accurate, error-free, and clear. This means internal as well as external. If using e-mail, ensure the appropriate auto signature is attached. Do not change colours or sizing of corporate logos and ensure you communicate this as part of your policy to staff.

### **3.Corporate image**

Image can affect the financial bottom line. Fortune magazine's annual ranking of most admired companies has found a correlation between a company's reputation and its profits. Not surprisingly, the most admired companies have higher financial returns than the least admired. The following benefits have been identified for businesses which have a good reputation:

- Increasing market share
- Lowering market costs

- Ability to charge a premium
- Avoiding over-regulation
- Being able to weather bad times
- Greater employee alignment and productivity
- Ability to attract and retain talent
- Ease of attracting investors
- Achieve more favourable media coverage

#### **4. Effective networking**

As mentioned earlier, initial impressions are important. They not only make or break a deal but it also sets the tone for the rest of the relationship. To make a powerful first impression while networking, consider in advance what you will say about yourself and the business which you represent. Practice and visualise this in different circumstances. Equally important to how you present yourself is the interest you show in the people you are speaking to. Act interested in what your companions are saying. Remember their names. Treat everyone like an important client. And follow-up conversations with an e-mail - sent within 24 hours of the meeting.

#### **5. Personal presentation**

The importance of first impressions cannot be discounted. Believe it or not, but in the first 5 seconds, your image influences the people you meet. Within the first 30 seconds people will make judgments about you, based on what they see, hear and sense. It is that impression they make, which often lasts a lifetime. Your image tells the world who you are and where you are going. So talk to your staff and advise them to always look and act their best as how they are seen, is reflected on the business.

Every contact that you have with clients, staff, media and business associates is vital to the development of a future relationship with them. Learn how to maximise your potential through developing effective presentation skills.

The components of your own personal "brand" include:

- Your identity
- Personal appearance
- Communication skills
- Networking and presentation skills

Regardless of the age old debate, appearance does matter. If you are well groomed, you will project an image of being successful and more confident. Because first impressions count, take special care with your appearance when you attend an important meeting or a networking event.

Adapt your wardrobe for the occasion. Update your wardrobe annually. Choose colours and styles that flatter your figure and skin colour. Be comfortable with what you are wearing. Your personal grooming should also be a priority.

If you project an image of success and confidence, people will be more inclined to believe that you are successful and confident.

#### **6. Delivering presentations**

The key to delivering powerful presentations is preparation. Practice, practice, practice. Ensure you have done your research and know your facts. When planning and preparing for a presentation or meeting it's important for you to identify your key messages and be concise and clear. Always try and start with a great opening line to capture your audience's attention and end leaving them something to think about.

Practice – Image is key – Confidence

## **7. Market your Brand**

There are many ways in which to market your brand, or create brand awareness. The first step is to clearly identify your target market. In many cases this would generally fall into 2 categories; existing clients and potential clients. Be definite about who your target clients would be - specify the industries, geographic location, size, and financial factors. The next step is to concentrate on the items you already have, this might be your website, planned functions/ events. Set a budget, and then start a campaign, initially with a six to twelve-month view.