

Monday 22<sup>nd</sup> February 2010

Dear

Thank you for your time to discuss the Visitor Appraisals that were conducted on your business. There were two visits conducted on every entrant and where possible SpySee aimed to use visitors to the region to complete the appraisals.

These questionnaires are designed to give you a snapshot of how your business is currently performing, from the view of your visitor. The following questionnaires may highlight some areas that your staff have performed well, they may also highlight areas that need addressing.

Following this letter you will find information on SpySee's *Customer Experience Innovation* program. This program has been designed to take the information you now have from these appraisals and use it to improve the visitor experience within your business, empowering your frontline staff to take ownership of their role and innovate ideas that will help them and you to create a lasting impression on your visitors.

You are currently at step 2 of the 5 step program. These appraisals are your benchmark, step 1, SpySee can now work with you to tailor and conduct the rest of this program to maximise your visitor experience, and more importantly, increase your chances in the 2010 Canberra and Capital Region Tourism Awards.

Also included in this booklet is a graph of your scores. This graph shows you the average of your two Visitor Appraisals compared with the average of your category and the average of all Visitor Appraisals conducted. We hope that this will give you a clear view of where you sat for the Visitor Appraisal section of your entry.

We know that down the track you will have further questions for SpySee about your appraisals, the process and our services. We are happy to discuss this with you at any time. Please contact either Rachel or Carolyn from SpySee on the details below;

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Again, thank you for your time to discuss these results, we hope that you find them an interesting insight into your business.

Regards

Carolyn Queale and Rachel Power  
SpySee – The Customer Experience Experts

## SpySee's Customer Experience Innovation Program '5 Steps to Success'

SpySee are your experts in creating a visitor experience culture, our aim is to *Empower your team to create Great Visitor Experiences*, ultimately creating a culture of "visitor experience" excellence. We know that the most important aspect of any business is their visitor, how they are treated and foremost the quality of their overall experience.

Giving your visitors the best experience possible will help them to come back more often and to also tell others about you. As we all know – word of mouth is the cheapest form of advertising, in the digital age this is even more prevalent. This program aims to enhance that power for your business.

A culture of visitor experience excellence is easy to achieve if you are committed to improving the quality of your business. It takes time, motivation and above all commitment from everyone in the organisation starting at the top.

SpySee's *Customer Experience Innovation Program* is the solution. This step by step program starts by analysing every step of the visitors experience and then workshops these results with your team members and managers to come up with unique and innovative ideas that the whole organisation is willing to commit to.

The SpySee *Customer Experience Innovation Program* differs from other visitor research initiatives because it not only provides information about your visitors' experience; it also includes and empowers your front line teams. By asking them what the potential solutions are, they are engaged and committed to the program. Their involvement in the process enables you to access innovation and creativity bringing out their full potential and gives you the benefit of their insight as the frontline dealing with the visitors on a daily basis. This ultimately means they will want to be a part of the culture of visitor experience excellence.

The outcomes from SpySee's *Customer Experience Innovation Program* are:

- An empowered sales team that want to give their visitors the best experience possible.
- A happier frontline team and less staff turnover.
- Happier, more satisfied visitors.
- Increased word of mouth advertising.
- Increased referrals.
- Increased repeat business.
- Better sales figures.

Having the entire organisation's commitment and support is essential to the success of any improvement program. SpySee provides the *complete Customer Experience solution* to ensure that your organisation gets the maximum benefit from the research gathered. The Customer Experience Innovation Program can be fully customised to suit your organisation and your objectives.

### **Step 1: Benchmark - Customer Experience Assessments**

The benchmarking phase of the program will give you a starting point to measure the impact of changes you implement and a comparison to work upwards from. SpySee works with you to find out what your current business standards are and then design a tailored questionnaire based on these standards or expectations.

These assessments are conducted by anonymous visitors chosen by SpySee from our extensive database and matched to your chosen demographic.

You will then receive a full report of your visitors experience with your business; this is your starting point or baseline standard.

### **Step 2: Team Enhancement Workshop**

SpySee will facilitate a workshop with your various front line teams in your organisation and will gather their input into the results of the visitor experience assessments.

Workshop Outline:

- a. What is a great experience and why do we need to provide this?
- b. Review and discussion on the results of the assessments.
  - i. Learn from the best performers results.
  - ii. Learn from all the good aspects demonstrated by others.
  - iii. Compare the results to previous assessments (if any).
- b. Look at areas that may need to be improved.
  - i. Compare results generally.
  - ii. Workshop solutions.
- c. Discuss the results of the appraisal in context.
  - i. How does your business compare to international visitor service standards– clients experience?
- d. Facilitate the development and input of ideas to improve the visitor's experience.
- e. Workshop and create a set of best practice standards for your business.
- f. Discuss rewards and recognitions that would appeal to the team.

### **Step 3: Report to management – Best practice standards**

- a. The results from the assessments are combined with the ideas and suggestions from the Team Enhancement workshops a report is compiled and presented to management. We will then discuss the solutions and what you would like to incorporate into your daily work practices.
- b. Discuss incentives for teams to adhere to these practices.
- c. A results report will then be compiled from all feedback gathered from sales teams and the management meeting. The aim is to define your organisations best practice standards and to create a quality visitor / client experience. This standard is something that the entire organisation is willing to commit to.

### **Step 4: Train Front Line Teams in Best Practice standards**

- a. Run a second session with each of the teams.
  - i. Discuss the results report from the overall suggestions.
- b. Facilitate training –
  - i. How to incorporate the Best Practice Standards into their daily work practices to ensure that the clients have a great sales experience.
- c. Ask the sales teams if they could commit to these solutions and ask each team member to sign a commitment to the best practice standards.
- d. Discuss the incentives for performing highly – what's in it for them.

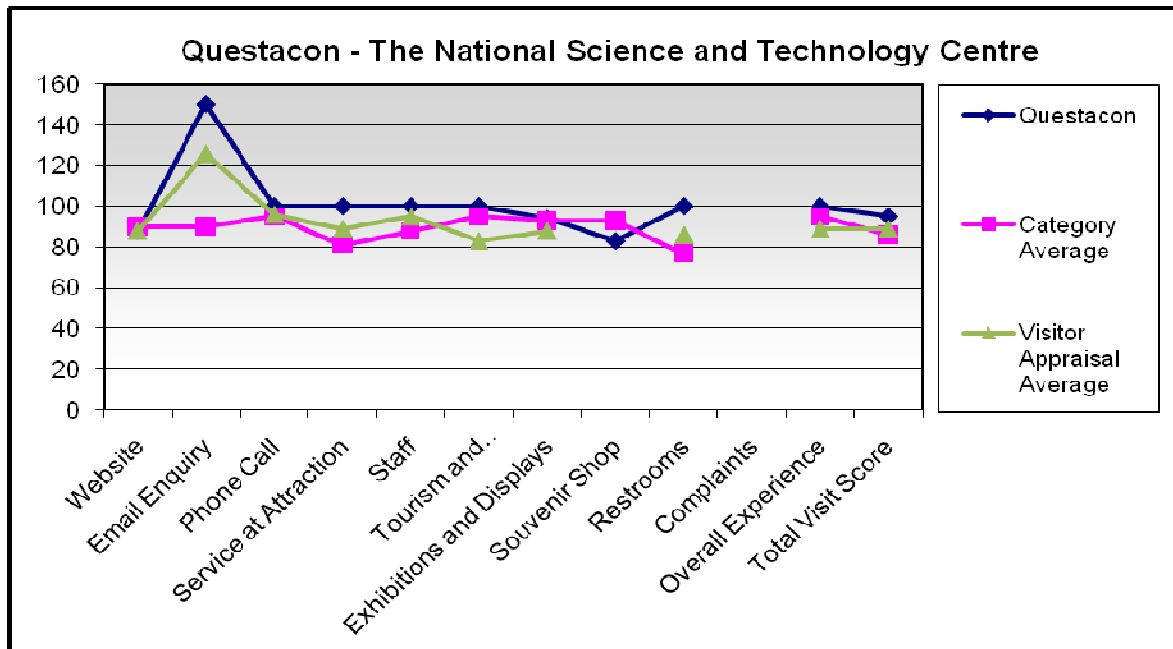
### **Step 5: Follow up Client Experience Assessments**

- a. Designed to evaluate and monitor the success of the implemented changes and the best practice standards.

An improvement program needs to be ongoing to get the best results. By conducting more client assessments you can regularly remind your teams of their commitment. The follow up assessments provide real feedback as to how effective the changes have been in improving the client's sales experience.

## Questacon – The National Science and Technology Centre

received an overall score 147 out of 154 or 95%.



### Actual Scores

The actual scores are set out in the table below. The section column refers to the way the questions were grouped in the questionnaire. Only those sections that were scored are included in the table. Some questions were not applicable based on the experience of the assessors, which is why the number of questions varies in certain sections. Bonus questions were also included in some sections, so it is possible for scores to be higher than 100% in these sections.

### Questacon Actual Scores

Section	Visit 1	Visit 2
Website	4 of 4	3 of 4
Email Enquiry	5 of 3	4 of 3
Phone Call	4 of 4	4 of 4
Service at Attraction	8 of 8	8 of 8
Staff	5 of 5	5 of 5
Tourism Knowledge and Sharing	2 of 2	2 of 2
Exhibitions and Displays	8 of 8	7 of 8
Souvenir Shop	3 of 3	2 of 3
Restrooms	3 of 3	3 of 3
Overall Experience	2 of 2	2 of 2
Post Questions	34 of 35	29 of 35
<b>Total</b>	<b>78 of 77</b>	<b>69 of 77</b>

### Percentage Scores

The table below shows the percentage scores for both visits as well as the average of the visits (by percentage) and the overall category average (by percentage). The percentages are also shown in graph form on the following page.

### Questacon Scores by Percentage

Section	Visit 1	Visit 2	Questacon Average	Category Average
Website	100%	75%	88%	90%
Email Enquiry	167%	133%	150%	90%
Phone Call	100%	100%	100%	95%
Service at Attraction	100%	100%	100%	81%
Staff	100%	100%	100%	88%
Tourism Knowledge and Sharing	100%	100%	100%	95%
Exhibitions and Displays	100%	88%	94%	93%
Souvenir Shop	100%	67%	83%	93%
Restrooms	100%	100%	100%	77%
Overall Experience	100%	100%	100%	95%
Post Questions	97%	83%	90%	82%
<b>Total</b>	<b>101%</b>	<b>90%</b>	<b>95%</b>	<b>86%</b>

### Demographic Details

Details of the individual visits and the demographics of the assessors are listed below:

Visit 1 took place on 30/8/2009. The assessor was a female aged over 55 with no children. She was an interstate visitor (from New South Wales) and has English as her only language.

Visit 2 took place on 28/9/2009. The assessor was a female aged between 26 and 35 with three children. She resides in Canberra and English is her primary language.

## A selection of comments from Visit 1

### **Website**

I was absolutely amazed at the content.  
I could not improve on this masterpiece.

### **Car Park/Signposting**

There was no actual sign to say this was the car park. I parked in an area that said parking but this was to the side of the Questacon building nearest King Edward Terrace.  
Better signage and directions to such a popular attraction is essential. When I commented about this at the Information Desk, I was told that they were limited in putting up signs due to the Parliamentary Triangle.

### **Staff**

Wyson demonstrated to me and told me "How You Feel a Phantom Hand."  
I wanted to know how the patterns were made at the Harmonograph. Leon gave a detailed explanation.

### **Attraction Exhibitions and Displays**

Just an amazing and exciting place with such an assortment of activities.  
For a day of fun, entertainment and learning it was very reasonable.

### **Restrooms**

Even in the restrooms the learning continued! On the back of the toilet door there was information about the digestive system. On the mirrors information about light.

### **Post-Questions**

The Wow factor. I just couldn't get over the diversity of the exhibits. Learning presented in such a fun way and encouraging a Hands On Approach by all. Everyone I saw looked excited, interested and were having fun.

## A selection of comments from Visit 2

### **Website**

I would like to have seen timetables for the shows that are currently on at Questacon. The 'on tour' button wasn't particularly obvious and as such I imagine it would easily have been overlooked and lead visitors to believe that exhibitions that are no longer in Canberra would be available for their visit. It would also have been useful to have known that for mini-Q reservations are required during the holidays.

### **Staff**

The staff we spoke to knew all about the displays in their room and were really keen to discuss them with the children. It didn't feel like a monologue that had been recited a thousand times and worked really well to engage both the children and adults.

### **Tourism and Knowledge Sharing**

Questacon gets a lot of publicity as a family attraction. This is deserved as I think it is one of the best family destinations in Australia.

### **Attraction Exhibitions and Displays**

With the exception of the exterior of the building, I found the whole place to be well maintained and easily accessible (with a large pram). Since my last visit there are 'no running' signs projected onto the floor of the walk way (in lights). I think this was useful and an interesting alternative to regular wall signs.

### **Overall Experience**

I think Questacon is fantastic. It is fun, unique and educational for people of all ages (our group consisted of five people between the ages of 1 and 33). There was something for all of us to interact with and on all different levels I think we learnt many things. The location is great in terms of its accessibility and outlook. I also like the fact that it is open almost all year round.

It is the best family-friendly attraction in Canberra. There was virtually nothing I can fault about the venue (apart from the construction which I appreciate is only temporary). The service we received throughout the attraction was excellent.

We had a great day and the children have been talking about our visit and asking when we can go back. I think it is a well run business that is deserving of the reputation it has.

### **Post-Questions**

We had a fantastic time while at Questacon. My expectations from the website and initial inquiries have been exceeded and I look forward to returning there again in the not too distant future. For me, the exhibitions satisfied everything I am looking for when choosing a place to visit with my family.