

CHECKLIST – CUSTOMER EXPERIENCE

This checklist is based on the Customer Experience question for the main categories. There may be variations on categories that have a specific question-set.

Have covered:

- How the business delivered high-quality customer experience, considering:
 - The entire visitor journey
 - All points of engagement
 - The alternative ways in which you operated during COVID-19 restrictions
- How the business is committed to quality customer service and inclusive practices
- How feedback is encouraged, monitored and assessed to improve the customer experience
- How the business considers visitors' special and specific needs
- Information is relevant to the qualifying period
- Supported answers with case studies and examples
- Supported answer with images

View the above in more detail below.

Q: How do you provide quality visitor experiences and demonstrate inclusive practices?

To reflect:

Customer Service = what you do - what is generally expected by visitors and guests vs

Customer Experience = everything that happens around their time and touchpoints with your business. This could be at times anticipated – the understanding of your customers and their needs, and how you address those needs.

1. You have demonstrated how you deliver high-quality customer experience. Your answer:

- Considered the entire visitor journey: pre, during and post
- Explained how you provided quality experiences in alternative ways in which you operated during COVID-19 restrictions
- Considered all points of customer engagement

2. You have demonstrated your commitment to quality customer service, and inclusive practices, throughout all areas of the business. This could be formal and informal, and include:

- Business philosophy and values
- Systems and policies
- Operations and procedures
- Staff training and reward systems, etc.

**Judges want to understand how customer service principles are integrated into your business to ultimately provide quality customer experiences.*

3. You have demonstrated how you encourage, monitor and assess customer service. Your answer includes:

- How the business actively encourages feedback (channels and methods)
- How the business continuous to monitor feedback
- How is the feedback used to improve the visitor experience – how you respond to it?
- Provided a case study to evidence how feedback was used to improve the visitor experience

4. You have demonstrated how your business actively consider visitors' special and specific needs. Your answer includes:

- Where possible, it has been linked to your target market
- How these needs are considered, e.g. policies, systems, operations, facilities, staff training, etc.
- Provided a case study to evidence how the business has catered to those with specific needs.

Don't forget:

5. Your answer is relevant to the qualifying period – 1 July 2019 to 31 June 2021.

6. You have provided evidence and examples to substantiate your claims.

7. You have included images to support your answers.

Presenting Partner



Platinum Partner

MELBOURNE
AIRPORT

Silver Partners

