

## Exceeding Visitor Expectations Session 3 – Further Information

- For information on VisitScotland’s Quality Assurance scheme please visit <https://www.visitscotland.org/supporting-your-business/quality-customer-experience/quality-assurance-ratings>
- Guidance notes for Visitor Attractions participating in VisitScotland’s Quality Assurance scheme can be found at <https://www.visitscotland.org/supporting-your-business/quality-customer-experience/quality-assurance-ratings/qa-conditions-and-criteria>
- Covid-19 Advice (continually updated): <https://www.visitscotland.org/supporting-your-business/advice/coronavirus>
- If you have any questions regarding your own business or Quality Assurance award, please contact [customer.services@visitscotland.com](mailto:customer.services@visitscotland.com) for assistance.

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### Some Possible Questions & Answers

**1. How do we exceed visitor expectations and achieve a 5 star VS star service, if a lot of times we are under-staffed?**

We can only do our best with the resources we are given and if we demonstrate a pro-active response, wherever possible, our service intention will be understood.

Levels of hospitality and service may not reach 5 Star scoring overall in an attraction which is under-staffed, but every attraction can have a goal to ensure every interaction with every visitor is of 5 star standard.

Think of other ways to exceed expectations which may not involve face-to-face interaction with staff members (e.g. welcoming and fulsome website and booking process at the pre-arrival stage; high quality, clean facilities with special touches such as local toiletries in the washrooms; welcoming signage at the arrival area...)

**2. Given the present situation, will it be safe to step from behind a desk given that it’s likely to be protected by a screen?**

This was used as an example and will only be possible in attractions that have large entrance areas so that you can still maintain the social distancing guidelines. It is an action that demonstrates pro-activity, as would for example, eye contact and wave.

### **3. How do we engage with visitors if we are wearing masks?**

Sourcing masks which have a clear patch over the mouth area so that visitors can still see a smile and can lip-read could be a recommendation here.

If this is not possible, practice the use of a *smize* – a smile shown with your eyes.

### **4. Worried about having a welcoming rural community?**

It will be important to engage with the local community and invite them in to see what you are doing to protect your teams, visitors and the community itself. Place heavy emphasis on the sanitisation protocols that you are putting in place and advising the local community that the numbers will be controlled and much diminished – highlight the importance of staying open for the benefits of the local community in revenue and future-reputational terms.

### **5. Sustainability issues and use of plastics?**

The use of single-use paperware, plastics and cutlery may be deemed necessary for the short/medium term but could be off-set with other sustainable practises at your attraction.

### **6. How do you manage quick response to emails with managing email stress?**

- Create a FAQ landing page for regular enquiries
- Put a standard in place so that all visitor enquiries are dealt with within 24 hours, for example, otherwise we could lose an opportunity to let potential customers know we are still open as a business.
- Have an automated *out of office* message which clarifies any possible delay and why

In order to be transparent about anything which has changed in your Visitor Attraction, or to set visitor expectations about the social distancing and protective measures you have put in place – how about putting up a virtual tour on your website, or a video which explains what visitors should expect when they visit? This could also help mitigate the need for email correspondence.

### **7. Any ideas for maximising income opportunities at this time?**

We spoke about a few ideas within EVE Webinar 2, and some are noted below:

- Tailor made 1-2-1 (or family bubble) VIP tours
- Membership for locals/ loyalty schemes
- Offers to NHS/key workers
- Bespoke merchandise for social distancing (e.g. picnic rugs and picnicware)
- Changing up food offering (e.g. offering drive-thru/take-aways/luxury local picnic boxes)