



"Straddie Kingfisher Tours" Customer Service Policy

Our Mission: - - - - *servicing you with prompt, professional, compassionate service from an informed knowledge base generated from experience and education, with integrity and humility based on the following tenets:*

***always treat others the way we want to be treated
go the extra mile
to the best of our knowledge, tell it like it is
always be honest
do it today!***

We therefore pledge:

- To** provide a wide, innovative, and cost effective choice of products that provides the best choices for your care;
- To** encourage our employees to be informed, get involved, and make a difference;
- To** maintain a positive and progressive atmosphere in which staff members can move toward their fullest potential;
- To** do all of the above within the frame work of a reasonable profit. This is to allow proper wage levels for employees, to pay out suppliers in a timely manner, and to allow for a proper return to the company on its investment.

Setting Customer Service Standards:

- Identify our customers who are they, how can we serve them;
- Survey customers to determine the kind and quality of services they want and their level of satisfaction with existing services;
- Post service standards and measure results against them;
- Benchmark customer service performance against the best in business;
- Survey front-line employees on barriers to, and ideas for, matching the best in business;
- Provide customers with choices in both the sources of service and the means of delivery;
- Make information, services, and feedback systems easily accessible;



Provide means to address customer feedback; and, provide feedback to our customers on what improvements we have made.

PRINCIPLES

This Customer Service Policy is based on ideas, suggestions, and feedback received from our customers as well as an extensive best practices search. It defines our customer service standards and processes for building and maintaining high quality services to meet those standards throughout the country.

The following principles drove the process for developing the plan:

Customers Know What They Want - Rather than sitting back and assuming that we know what customers wanted and needed, we ask them through formal surveys, focus groups, and conversations, we are listening to what our customers think about the types and quality of services and products we offer. What we learn is helping to shape the ways in which we strive to redirect our services to ensure that we continuously improve our ability to meet customer needs.

Customer's Needs Are Paramount - Based on feedback from our customers, we must respond to comments and suggestions about improving the way we deliver products and services.

Communication Is Key to Our Success - Developing effective tools to maintain lines of communication with our customers will help us do our jobs better. By developing more effective ways to direct information to our customers and by providing clearer paths to receive feedback, we can better address customer needs and concerns.

OUR CUSTOMERS

We offer our products and services to external customer groups who enjoy the natural beauty of North Stradbroke Island. The general public, professionals, schools, religious organizations, governmental agencies, corporations, international tourists are all our customers and there are no groups not welcomed. Customers can come from all walks of life and from all around the world.

Operator Attributes



- **Accessible** - ability or freedom to approach, communicate with, or make conversation with
- **Courteous** - respect and consider
- **Flexible** - capability to adapt to or change requirements
- **Knowledgeable** - familiarity with or understanding of facts and/or conditions
- **Listens well** - gives attention and/or careful consideration to what is said
- **Reliable and Trustworthy** - dependable, confidence in character, abilities, and truth
- **Timely** - information and/or responses are provided early or on time

Treatment of our Customers

With these attributes in mind the customer is treated in a polite and courteous manner. People with difficulty in accessing the 4WD, will be helped into the vehicle by our Driver. We ensure all passengers are provided with a seat belt and securely fastened. We carry water and all food and drink for customer satisfaction. You will find that all our customers have something in common. This will make a very interesting talking point. Be flexible and negotiate with the customer on his/her requests.

Proper and timely rest stops are to be provided to enable the comfort of our customers. Ensure that there are no safety aspects that are dominate in the area, if so inform the customers that there is a safety concern if they were to proceed.

FUTURE EFFORTS

Straddie Kingfisher Tours will continue to embark on a variety of initiatives to ensure that it continues to address customer needs. The on-going Customer Service will ensure that quality service is provided is an on-going process that requires changes in the way we do business by increasing emphasis on listening to our customers and by learning from the best in private industry. We will strive to reinvent ourselves -- to become more efficient and effective-- and to provide the types of services the public expects.