

INTRODUCTION & CONTENTS

EDUCATIONAL CASE STUDY MATERIALS

78 DERNGATE

CUSTOMER SERVICE & MARKETING



These case study materials have been written for the mandatory units of AVCEs in Leisure & Recreation and Travel & Tourism. They directly relate to Unit 5 – Customer Service and Unit 4 – Marketing. Details of these specifications can be found on the following exam board web sites:

www.ocr.org.uk www.aqa.org.uk www.edexcel.org.uk

The life of these materials will extend to the new qualifications offered from September 2005 in GCE Travel & Tourism and GCE Leisure Studies. Details about these qualifications are available from each exam board and also from QCA and the LSDA.

The content can also be adapted for use with other courses such as Business and GNVQ and GCSE Leisure & Tourism.

CONTENTS – CUSTOMER SERVICE

CONTENTS * indicates associated tasks	PAGE NUMBER
CUSTOMER SERVICE PROVISION AT 78 DERNGATE	
Introduction to customer service	2
What is customer service	3
Needs & expectations of customers	4
Initial customer contact at 78 Derngate	5
Interview with Sylvia Pinches – House Curator	6 – 10
78 Derngate booking procedure 2004	11
78 Derngate booking sheet 2004	12
The guides of 78 Derngate – the customer service interface	13-14
Interview with Rob Kendall, Chair, Friends of 78 Derngate	15 – 18
ASSIGNMENT – Critical evaluation of the effectiveness of customer service at 78 Derngate with justified suggestions for improvements to customer service provision	19
CUSTOMER SATISFACTION AT 78 DERNGATE	
Quality criteria introduction	21
Benchmarking	21
Standards and quality criteria	22
National Code of Practice for Visitor Attractions *	22 -23
The Visitor Attraction Quality Assurance Service *	24-27
Internal standards and quality criteria background	28
Staffing levels and quality *	29
Accessibility and availability *	30 - 34
Consistency and accuracy *	35
Customer enjoyment *	36-37
Health, Safety and Security	38
Risk Assessment 78 Derngate	39
Hygiene and cleanliness	40
Price *	41
Provision for individual needs	42
Reliability	42
ASSIGNMENT – The customer service quality criteria used by 78 Derngate	43
FEEDBACK TECHNIQUES AT 78 DERNGATE	
Feedback techniques introduction *	45
Informal feedback *	45 – 46
Observation *	46
Surveys	46 – 48
Constructing customer questionnaires	48 – 49
Suggestion boxes *	49 – 51
Mystery shoppers *	51 – 52
Focus groups *	52
ASSIGNMENT – Preparation of appropriate methods for measuring and monitoring the effectiveness of customer service procedures and practices at 78 Derngate	53

CONTENTS – MARKETING

CONTENTS * indicates associated tasks	PAGE NUMBER
THE MARKETING CONCEPT	
Marketing definitions	2
The marketing of visitor attractions	2-5
Marketing objectives for 78 Derngate	6
78 Derngate's mission statement	7
SWOT and PEST analysis – 78 Derngate	8-10
78 Derngate's Marketing Plan	11-35
The product	
SWOT	
Targets and resources	
Branding and market segments	
Promotions	
Marketing budget	
Sample examination questions based on 78 Derngate's Marketing Plan	36
Answers to sample examination questions	37-42
THE MARKETING MIX	
Marketing mix introduction	43
Product *	44
Branding *	45 – 46
Product Life Cycle	47 - 48
Place *	49 – 51
Price *	52 - 54
Promotion	55 - 58
MARKETING COMMUNICATIONS 78 DERNGATE	
Marketing communications introduction	59
Public relations	59
Press relations	59
Press releases *	60 - 67
Media inclusion	68
Corporate identity *	68 – 71
Leaflets	72
AIDA	73 - 74
Sample examination question and answer based on AIDA	75
Leaflet for 78 Derngate	76 - 80