



*Unlocking your business potential*

## EDGE • INSIGHTS

[ Market research leaders ]

1. A leader in market research for the tourism and hospitality industry. 2. We equip our clients with the insight to increase their profit in today's competitive market.



- Improve the ***CUSTOMER EXPERIENCE***
- Increase ***REPEAT VISITATION***
- Increase ***VISITORS***, not only to ***BUSINESS*** but to ***REGION***
- Increase ***SALES***
- Increase ***PROFITS***



# What is your biggest sales tool?

*How do you know you are delivering  
= straight from horse's mouth*



# CUSTOMER CENTRIC?





# Happy customer best business model



# EXPECTATIONS VS EXPERIENCE

# Expectations vs Experience *as advertised...*



Penshurst, Sydney

Source: <http://www.news.com.au/>

February 16<sup>th</sup>, 2016

# Expectations vs Experience *reality...*



Not fulfil expectations = bad review  
Fulfil expectations = don't tell anyone  
Exceed expectations = they become your best sales tool

*"There was poo in the kettle..."*

●○○○○○ Reviewed 11 September 2011  via mobile

Do not stay in this absolute dump of a hotel, and I use the term hotel very loosely.  
I cannot convey strongly enough how disgusting this place is. blood stained headboards that have clearly been up since the world war (the first one), rude staff, windows that won't close, no hot water, broken furniture, dirty utensils, broken light fixings and actual poo in the kettle. Pretty sure I'm going to end up with some sort of rash/ disease due to sanitation conditions similar to those of a homeless crack head. In summary...this place is a complete hole.

Stayed September 2011

- Value
- Location
- Rooms
- Cleanliness
- Service

Was this review helpful?  11

Ask Sconvey about 

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC

## Customer satisfaction survey



## Customer experience analysis



*Who is measuring your customer experience??*



- Do you sleep in the beds your customers sleep in?
- Do you drink the coffee or wine your customers drink?
- Are you greeted by your staff the way your customers are greeted?
- When was the last time you called and make a booking - either via phone or online?
- Do you read online reviews or use your own website or social media as a customer would?
- Do you ask your staff what is happening in the region, what events are on?
- Do you drive to your destination as a tourist?
- Have you googled your business lately?
- When was the last time you read your marketing collateral (not at approval time)?

# Customer Analysis



Monitor staff performance - Weekends, variation, new staff.

Discover the 'unknown unknowns'.

See your business without your 'blinkers' on.

Experience your business through the eyes of a customer.

Gather unbiased information - a customer doesn't always give you the full story.

Identify the need for development - training opportunities, infrastructure improvements.

Make informed business decisions - a great diagnostic tool, decision making powers.

Recognise/reward staff and boost morale - reduce staff turnover, improve consistency/performance.

**FOOD AND BEVERAGE EXPERIENCE****FOOD AND BEVERAGE 64% (7/11)**

63. Was there music playing in the venue? * (If 'no' go to Q66.)	0/0	No
64. Was the music style appropriate?	0/0	
65. Was the music volume appropriate?	0/0	
66. Name or describe the person who served you?		F1
67. Was the service prompt?	1/1	Yes
68. Was the service efficient?	1/1	Yes
69. Were the staff helpful?	1/1	Yes
70. Were the staff friendly?	1/1	Yes
71. Was there sufficient variety on the menu?	1/1	Yes
72. Was the menu and specials explained to you?	0/1	No
73. Was there an emphasis on regional food? *	0/0	No
74. Was there an emphasis on regional wine? *	0/0	No
75. Was your order served promptly?	1/1	Yes
76. Was your order served accurately?	1/1	Yes
77. Was your food visually appealing? *	0/0	No
78. Were you satisfied with the quantity of the food? *	0/0	Yes
79. Were you satisfied with the quality of the food? *	0/0	No
80. Were you satisfied with the quality of the beverages? *	0/0	Yes
81. Was the table cleared in a timely manner?	0/1	No
82. Was the table cleared in an efficient manner?	0/1	No
83. Were any special requests / problems handled to your satisfaction?	0/1	No

#### **84. PLEASE EXPLAIN YOUR RESPONSES TO THE ABOVE QUESTIONS:**

There was no music playing in the venue, so the only noises heard were the conversations of fellow diners and the hum of the drinks fridge.

After giving us a few minutes to look at the menu, F1 returned to take our order. There was a lot of variety on the menu from beef and chicken dishes, seafood and many vegetarian options. I ordered the vegetarian malai kofta with garlic naan, and my friend ordered the beef butter masala with a serve of plain rice. She ordered a green tea and I asked for a mint tea.

F1 was friendly, but did not appear overly knowledgeable about the menu and did not make any suggestions. After writing our orders down, she soon returned to tell me that they had run out of mint tea and asked if I would like anything else to drink, so I ordered green tea instead.

F1 brought over two large plates, and set one down in front of me. She studied the other plate and took it back to the kitchen, and then returned and set a plate down in front of my friend. There were visible small black marks on my friend's plate so she asked F1 if she could have a new plate. F1 responded that the marks were "in the plate" and then scratched the middle of the plate with her finger to show that the marks would not come out. Whilst F1 was trying to be helpful in showing that the marks were not dirt, it was unhygienic to touch the middle of the plate. We did not ask for another plate as we did not want to appear demanding.

After a short wait, F1 returned with our meals. They were sizeable, but did not look visually appealing at all. The garlic naan was fluorescent yellow and both the kofta and masala looked very fatty. We were very unhappy with the quality of our meals. The beef in my friend's masala was very overcooked and tough, and the sauce for the kofta was heavy and stodgy. The garlic naan did not have even the slightest hint of a garlic flavour. Due to this, we unfortunately could not even make it halfway through the meals and decided to leave them unfinished; therefore we left before F1 could clear our table.

## ACCOMMODATION EXPERIENCE

### ACCOMMODATION 100% (17/17)

63. Were you escorted to your room / given adequate directions?	1/1	Yes
64. Was the room adequately sized?	1/1	Yes
65. Did the room have adequate climate control?	3/3	heating cooling ventilation
66. Was the linen clean?	1/1	Yes
67. Was the linen in good condition?	1/1	Yes
68. Were there additional pillows available?	1/1	Yes
69. Was there additional bedding available to accommodate different sleeping temperature requirements i.e. blankets, doonas, etc.?	1/1	Yes
70. Was there suitable storage for clothes and cases?	1/1	Yes
71. Was the mattress satisfactory?	1/1	Yes
72. Were the pillows satisfactory?	1/1	Yes
73. Was there a service directory available to assist you to maximise your visit?	1/1	Yes
74. Was all equipment in good working order?	1/1	Yes
75. Did all of the equipment have instructions where required?	1/1	Yes
76. Where provided, were tea / coffee / milk well stocked?	1/1	Yes
77. Where provided, was the minibar well stocked?	0/0	N/A
78. Did the host (s) / staff maintain an appropriate balance between being available for your assistance and providing you with your privacy?	1/1	Yes

**79. PLEASE EXPLAIN YOUR RESPONSES TO THE ABOVE QUESTIONS:**

The suite was adequately sized. The bedroom was generous as was the bathroom, and it was convenient to have the toilet separate from the bathroom. The lounge room, which contained a couch and a small dining table with chairs was adequate without being generous.

Heating and cooling were provided and we found the suite to be cosy and warm.

The linen was clean and in very good condition. The bed had lots of pillows in various sizes and extra throw rugs and a blanket were provided. Storage for clothes was adequate. There was one cupboard with hanging space (only a few hangers were provided) as well as a chest of drawers. There was also a fold out suitcase stand.

The mattress and pillows were excellent and we had a very pleasant night's sleep.

In the lounge room, a service directory was provided and this contained multiple copies of pages with listings of attractions and nearby dining options and lots of copies of maps. There were also many brochure for regional attractions. Our letter of welcome also included directions to nearby shops, as well as an invitation to call on the hosts if we needed anything.

All equipment appeared to be in good working order and instruction booklets were provided where required. As well as a TV in the lounge and in the bedroom, there was a good sound system and a video player. The lounge room TV had excellent reception, but reception on the TV in the bedroom was poor.

The suite contained lots of books and magazines, several games and an extensive range of videos. It was attractively decorated with prints, photos, pottery and sculpture, and the wide window provided a delightful view over the garden and across the nearby countryside. A BBQ was situated on the outside decking along with an outdoor table and chairs. It would have been lovely to have the time to relax on the balcony with a glass of wine and enjoy the scenery.

Tea and coffee making facilities were provided and a wide range of teas and coffees was available. The venue did not include a mini bar, although an open bottle of port, along with port glasses was provided. There were also complimentary chocolates.

Our host, M1, provided an excellent balance between being available for assistance and providing us with privacy. His manner was delightful, and he was the perfect host for a B&B.

Knowledge  
= profit





# Marketing

# Information

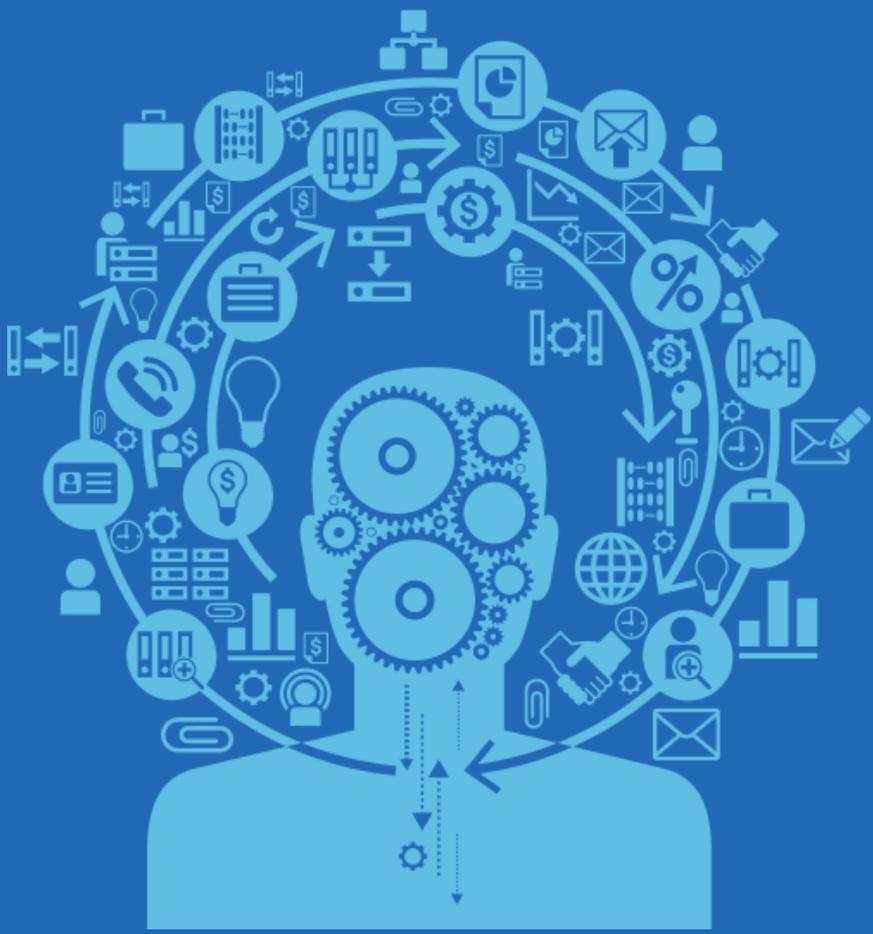


# OUR KEY SERVICES

- *Mystery Visits*
- *Mentoring Programs*
- *Town and Regional Audits*
- *Intercept Surveys*
- *International Visitor Data Collection*

# Some of our valued clients include...





[edgeinsights.com.au](http://edgeinsights.com.au)

*Unlocking your business potential*

**EDGE • INSIGHTS**  
[ Market research leaders ]