



## TOURISM FOR A BETTER WORLD

### Customer Care & Relationship Management:

This training tool provides a simple and precise guide to help you as CBTO master the interpersonal skills needed to manage visitor interactions and build lasting relationships.

#### Topic 1: Pre-Trip Communication

**Objective:** To build trust and set clear expectations with potential visitors before they book.

1. **Be Prompt and Clear:** Respond to all inquiries from the Equera platform within **24 hours**. Keep your messages concise and direct.
2. **Provide Essential Information:** In your response, include details on the experience, what's included, pricing, and any requirements (e.g., fitness level, specific clothing).
3. **Offer a Personal Touch:** Use the customer's name and sign off with your name and organization. This makes the interaction feel personal and authentic, not automated.
4. **Confirm Expectations:** Before a booking is finalized, re-confirm the key details of the trip to ensure the visitor has a clear understanding of the experience. This prevents misunderstandings later.

#### Topic 2: On-site Customer Service

**Objective:** To ensure a positive, comfortable, and memorable experience for every visitor.

1. **Warm Welcome:** Greet visitors with a genuine smile and a warm welcome. A simple "Welcome to our community!" can set a positive tone for the entire trip.
2. **Prioritize Comfort:** During the experience, check in with guests to ensure their comfort. Ask if they need water, a break, or have any questions. **Anticipate their needs** whenever possible.
3. **Handle Unexpected Situations:** Stay calm and professional if something goes wrong (e.g., bad weather, a flat tire). Focus on a solution and communicate it clearly to the

guest. Remember, how you handle a problem can leave a more lasting impression than the problem itself.

4. **Engage and Listen:** Encourage dialogue and listen to your guests' stories and interests. This allows you to tailor the experience in real-time and make them feel valued.

### **Topic 3: Feedback Management**

**Objective:** To use customer feedback to continuously improve services and build a strong reputation.

1. **Actively Collect Feedback:** Encourage guests to leave reviews on the Equera platform. You can also use social media channels or a simple paper survey at the end of a trip.
2. **Respond to All Reviews:** Thank customers for positive reviews. This shows you appreciate their business. For negative feedback, **respond professionally and publicly** on the platform. Avoid being defensive.
3. **Simple Complaint Framework:**
  - **Acknowledge:** Thank the customer for their feedback and acknowledge their concern.
  - **Apologize:** Offer a sincere apology for any negative experience, even if you feel it wasn't your fault.
  - **Act:** Explain what you will do to address the issue. For example, "We will train our guides on this issue," or "We have updated our directions."
  - **Follow Up:** If possible, follow up with the customer directly to show you are committed to resolving the issue.