

New Forest Activities

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Based in and around Beaulieu, New Forest Activities offer a range of outdoor activities including canoeing, kayaking, archery and more recently, Battlefield Live, an active combat simulation game.



New Forest Activities seek customer feedback at every opportunity to improve the customers' experience. After every activity they send a feedback survey to customers allowing them to provide details on how they found their experience, and highlight any improvements they feel could be made. This in turn has been used to improve facilities on the activity sites, structure sessions to increase the most enjoyed aspect of the activities that have been highlighted as popular and offer more options for booking online, over the phone or in person in the Booking Centre. Any customer not entirely satisfied with their experience is contacted personally so as further details can be taken and vouchers can be offered where appropriate.



Over the last 12 months the company has moved into a more prominent location in Beaulieu High Street making it easier for customers to find them. This also provides space for a range of visitor information and a retail space providing essentials that guests might need during their stay. In addition to this, they have initiated longer opening hours, with more staff to ensure all enquiries are answered promptly and efficiently. They have a company policy to ensure they very rarely have to turn customers away empty handed; adding more sessions and staff to ensure they can meet our customer needs.

When offering corporate bookings, the client is spoken to beforehand to ensure that they get the maximum benefit from their day, whether the objective be team building, enjoyment etc. Many staff have undergone Customer Service training.



