

The New Forest District Council Award for Outstanding Customer Care



Lymington Yacht Haven

Business Contact: Rupert Wagstaff and Becki Jackson



Lymington Yacht Haven is a Five Gold Anchor Marina and Marina Of The Year 2016 who look after over 600 boats in the marina on a permanent basis and another 4,000 visiting boats every year. Recognising that the marine businesses has changed over the years, their customers are at the heart of their business.

At Lymington Yacht Haven they get to know the customer and are always doing more to engage to build a sense of community. To help understand their customers needs more they sent out 2 questionnaires to hear about what they can do to improve the service that they offer. They are eager to receive customers comments, complaints or compliments and want to know every detail about their experience so they can constantly monitor and improve their standards and level of service.

Lymington Yacht Haven regularly communicate with their annual berth holders via post, email and social media and encourage a very open dialogue. Due to the nature of the business they have a lot of customers who are high net worth individuals and as such expect a five star service that the company have to deliver. Lymington Yacht Haven understand that customers use their business for their leisure time so the service they provide has to be of a high standard as it's a luxury activity for them to enjoy, rather than a necessity. Wifi has proven to be a challenge when customers and staff have not had any signal but they have been working on putting more access points in.

Customers are using their boats more and as a result feel like they are getting better value for money. They add extra touches such as a welcome pack for visitors which includes a Sunday newspaper. The staff respond to all customer related phone calls and email enquiries within a day.

www.yachthavens.com/lymington

01590 677071

Brilliance in Business Awards 2017/18
#nfbizawards
nfbp.org.uk/awards

New Forest
Business Partnership 