

# Beaulieu Enterprises

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At Beaulieu there are five core values which dictate the way in which customer service is delivered. These are to offer warmest welcome, exceed the visitors' expectations, be friendly, efficient and knowledgeable, to tell the Beaulieu story and present a superbly clean and tidy complex.



All of the Beaulieu team are made aware of these values at induction; this is reiterated during their time there and becomes a foundation for each team member's customer care. This spirit of caring extends beyond their Front of House team and through all of their departments, from Marketing to the Grounds and Gardens team.



Customer care is at the heart of the business plan which states that strategies and targets within the plan "continue to be focused on customers."

They communicate very closely with visitors in order to be able to understand their needs. Methods include; Comment forms, questionnaires in Welcome leaflets, access survey for visitors with mobility issues, mystery visitor from visitors and industry professionals, a strong presence on social media and monitoring of review sites such as Trip Advisor.

Beaulieu encourage all staff to offer suggestions on how to improve customer care. Daily morning briefings offer a chance for Front of House staff to get together and provide motivation for the day ahead.

