

Camping in the Forest

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Camping in the Forest (CiTF) operate ten campsites within the New Forest including sites at Hollands Wood, Ashurst and Denny Wood.



The business uses an award winning third party consultancy to gain an independent view of customer experience, by speaking directly to customers each month shortly after they have spent time on site. There is a controlled sample of surveys conducted for all sites so that each one gets a significant volume of customer feedback that can be used to drive customer care improvements. There are a number of measures used including key performance indicators such as customer satisfaction, net promoter and revisit intention, plus some very specific questions about various parts of the site, such as cleanliness, problems encountered and free text questions for the customer to tell what else is on their mind. Since 2012 over 6000 surveys have taken place.



All of the findings are analysed and form part of site specific action plans and network improvement initiatives for CiTF, the impact of which is then measured as part of the on-going feedback programme. Analysis from the customer care programme has led to a particular focus on the checking-in experience, ease of booking and overall value for money.

With specific regard to customer check-in, peak times were analysed and rotas adjusted accordingly to ensure that maximum staff were working when needed the most. In addition, speedy check-in lanes were created on some sites where appropriate so that customers who had fully paid in advance could be greeted by staff without having to get out of their car and queue at reception.

