

The New Forest District Council Award for Outstanding Customer Care



Shorefield Holidays

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To help deliver the highest quality customer service Shorefield Holidays staff from across their different parks and departments undergo the 'Walking on Sunshine' training. This training is reviewed over time to make changes and improvements based on what the staff members feel is most effective. This training encourages staff members to take ownership of issues so they are able to deal with the situation in that moment and resolve the problem the customer is having.

Their customers are on their holidays so the staff at Shorefield want to give them the best experience they can and that starts with the highest quality customer service. Shorefields Marketing Department monitor websites, such as trip advisor, where customers give feedback and reviews. The marketing team always follow up with a response no matter what the feedback is. If a complaint is submitted they engage with the customer and keep them informed as to what is going on whilst they solve the issue.

They try to make the parks include something for everyone, such as larger accommodation for bookings who have over a certain number in their party and earlier check in times. Shorefield appreciate their customers and are willing to take on any feedback they share.

To keep their staff members motivated to enable them to deliver good customer service they hold a gala night once a year where employees nominate fellow employees in a variety of categories. The night is there to celebrate one another and their individual achievements as well as the company's. All the parks achievements are communicated to their staff members via their employee newsletter.

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