

NFBP Brilliance in Business Awards 2019

The New Forest District Council
Award for Outstanding
Customer Care



New Forest Activities

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Based in Beaulieu, New Forest Activities offer a range of activities for individuals, businesses and local schools. These activities including kayaking, cycle hire and archery.

The business operates a feedback loop in which reviews posted online (whether positive or negative) are considered, with the customer offer adjusted accordingly where required. A 100% satisfaction guarantee is offered with a view to making regular, sometimes small improvements with continuous testing and measuring of any new initiatives.

There is a strong link between the team based in the office and the staff working on the activities in the field. The office team regularly go out to participate in the outdoor activities and sometimes cross over to perform both roles. This allows the office team to clearly communicate to customers making enquiries about the nature of individual activities.

Initiatives which have been introduced to improve the customer experience include welcome packs for all participants along with on-site parking and cafes. Resources have also been allocated to improving the online booking system to ensure it is more sophisticated and easy to navigate; this has resulted in a 50% increase in online bookings made.

The work to improve the customer experience is reflected in the New Forest Activities' Trip Advisor rating of 5 Stars.

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New Forest
Business Partnership

