



Please score as Strongly Agree = 10 points Mostly Agree = 5 points Disagree = 0 points

CUSTOMER EXPERIENCE IN VIC		Strongly Agree	Mostly Agree	Disagree	SCORE (Max 10)
<b>VISITOR INFORMATION</b>		Please enter Y			
A1	<b>The VIC exterior, entrance and interior was well presented and looked welcoming</b> The exterior & interior of the VIC were well maintained & welcoming. It had clear "i" signage and there was out of hours provision.	Y			10
A2	<b>Visitor information was easily available in a range of formats and was of a high quality</b> Visitor information was of a high quality and available in a range of formats e.g. Maps, brochures, leaflets, fact sheets, videos showcasing the area, photos of the area; PC, plasma screens, touch screens. <b>Do not deduct marks if digital was not available.</b>	Y			10
A3	<b>Visitor Information helped promote the local area</b> Visitor information promoted local events/amenities/services and would entice visitors to increase their time and money in the area or return for another visit.	Y			10
A4	<b>The retail offer was well presented and promoted local crafts/produce (NA for airports)</b> The retail offer was well merchandised and presented; it supported local industries.	Y			10
<b>VIC STAFF</b>					
A5	<b>Staff were well presented and ready to serve customers</b> Staff were immediately visible and were ready to serve customers; staff had a tidy appearance with standardised dress; queues were timely and well managed; and customers were prioritised at all times.	Y			10
A6	<b>Staff were friendly and welcoming</b> Staff greeted visitors with eye contact and a smile; they created a warm welcome and demonstrated a willingness to help.	Y			10
A7	<b>Staff listened to visitors requests and identified their needs</b> Staff listened to visitors needs, built a rapport and quickly identified their needs through questioning; Visitors felt at ease to ask any questions but staff took the lead in driving the conversation.	Y			10
A8	<b>Staff delivered a thorough and tailored solution for visitors</b> Staff provided a selection of relevant activities for visitors ; the response was timely, detailed, accurate and mindful of group size/age/hobbies etc. Visitors left feeling satisfied their enquiries had been completely answered.	Y			10
A9	<b>Staff were professional and knowledgeable</b> The attitude of staff was professional and they were polite; Staff were very knowledgeable and provided good insight and personalised advice; the information was delivered with confidence in a helpful well paced manner.	Y			10
A10	<b>Staff promoted internal services (if applicable) and the local area</b> Staff promoted internal services - e.g. art galleries, theatres; Staff promoted local events/amenities/services and enticed visitors to increase their time and money in the area and possibly return again.	Y			10
<b>TOTAL</b>					<b>100</b>
<b>MAXIMUM SCORE</b>					<b>100</b>
<b>PERCENTAGE</b>					<b>100</b>



**QUERY DETAIL**

I asked for ideas of things to do with the children over Easter. When asked, I explained I was interested in local events/activities plus also some day trips further afield.

**QUERY RESPONSE**

Locally - Easter egg hunt; animation sessions; leisure centre camps; Jungle NI.  
Further afield - Folk Park; HomePlace; W5; Crumlin Road Gaol; north coast drive; American Folk Park

**DIGITAL (if applicable)**

**COMMENTS**

I had a terrific experience in the VIC. I walked into the VIC and walked towards the literature wall. I had hardly started to browse when I was offered assistance. I said I was gathering some ideas of things to do with the children over Easter. I was asked age of the children; where we lived; did I want to stay locally. I thought my needs were very well identified. I was given local suggestions plus ideas for further afield - as above. Both ladies worked together to give me a really good solution. They both spoke passionately about the animation courses and if this was a genuine enquiry I would have signed my children up to it there and then.

In passing conversation afternoon tea, minus children, was suggested at either Killymoon Castle or Lissan House.

The literature wall appeared to be generous and had a lot of information. There was also a nice small retail area that has attractive seasonal gifts at a good price point.

Overall I felt I was extremely well looked after.