

## **Callander**

### **Actions & Collaboration Ideas**

- Make the visit more personal
- Link up with hotels & guest houses, let them know we are open.
- Cash machine required in the village (Buchlyvie)
- Improve my French
- Learn Italian
- Going above and beyond – whether it be info about the local area or booking a taxi.
- Keep in contact with previous customers – customer database- another way to gain feedback
- Personal touch – postcard from the manager in the room/ shortbread or tablet as a welcome gift
- Speak to customers to see what they like or don't like, how do we improve.
- Make a point of making sure staff acknowledge customers and smile
- More staff training
- Exceed customer expectations by all staff
- Improve amount of feedback – ask everyone for a form
- Look for ways to delight and invigorate customers
- Provide customer satisfaction card
- Provide induction pack for new staff
- Provide training
- Visitor feedback investigate 'new' methods, not just a visitor book
- Welcome pack- improve and personalise
- Information for visitors/on visitors (date sensitive)
- Feedback –improve feedback forms (ask more relevant questions)
- Find a better way to analyse feedback
- Put more forms in more places
- Get more feedback from customers
- Ask staff how to help with the growth of the hotel
- Lots of training