

Customer Service in the Tsunami Zone: an iterative approach

Frank A. Burris, Watershed Management Educator
OSU Extension and Oregon Sea Grant

Miles Phillips, Tourism and Business Development Specialist
Oregon Sea Grant

Patrick Corcoran, Coastal Hazards Specialist
Oregon Sea Grant

Hilary Johnson, Educational Program Assistant
Oregon Sea Grant

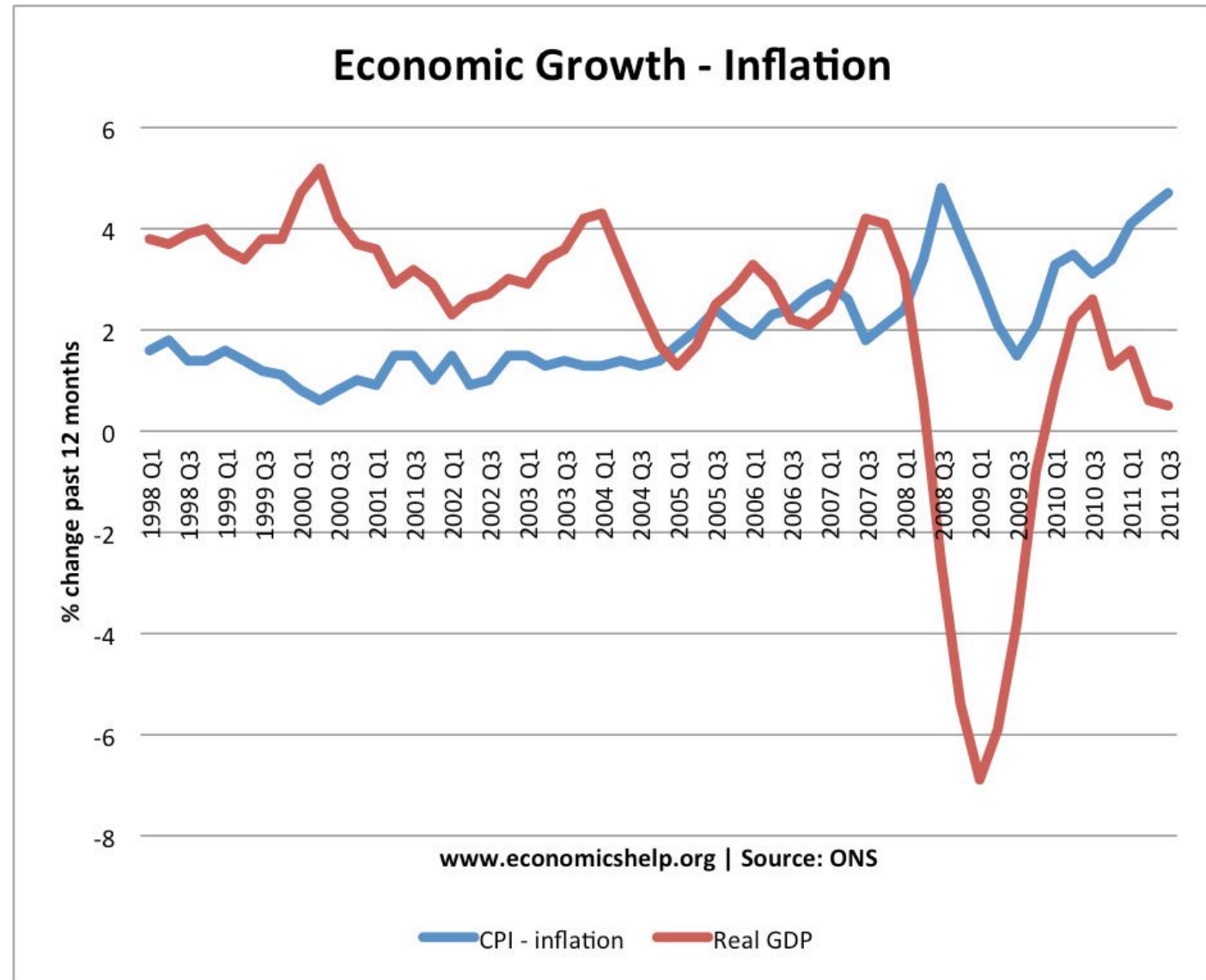


Oregon State
University



Background

- 2008 Recession



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- Decline in Natural Resource Extraction



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- Building Tourism and Outdoor Recreation economy



Background

- 2008 Recession
- Decline in Natural Resource Extraction
- Building Tourism and Outdoor Recreation economy
- **But...**



1. Lower spend per visitor on the Coast compared to other parts of Oregon

- a. Newer markets, not as many high-value activities, not as talked about
- b. Developing mom & pop/boutique opportunities with fewer national chains
- c. Visitors come to visit family and friends

Dean Runyan Associates

Oregon Travel Impacts Statewide Estimates *1992 - 2018p*

March 2019

Prepared for the

Oregon Tourism Commission
Portland, Oregon

1. Lower spend per visitor on the Coast compared to other parts of Oregon
2. Visitor spend goes down as you travel from the North to the South Coast
 - a. Increased visitor opportunities on the North Coast so visitors stay longer
 - b. Higher quality, better developed experiences on the North Coast

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So, what are we doing about it?

- Developing outdoor recreation tourism opportunities and infrastructure on the Coast
- Guide and Outfitter Recognized Professional (GORP) program
- Guide Market Analysis
- Customer Service Training

Customer Service Trainings:



Customer Service Trainings (cont'd):

1. Participant Introductions

- a. Name
- b. Place of business
- c. Job
- d. Experience
- e. Previous Customer Service Training?
- f. Have you ever taught Customer Service?
- g. Knowledge of Tsunami's?



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2. Critical elements of Customer Service

- a. Being Pleasant
- b. Being Responsive/Proactive
- c. Being Knowledgeable/Skilled
- d. Following Through



Customer Service Trainings (cont'd):

3. Role-Playing

- a. Positive interaction with a normal/happy customer demonstration
- b. Role-Play with another trainee



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4. Handling Complaints/Problem Customers

a. BLAST model

- i. Believe the Customer**
- ii. Listen carefully to the customer complaint/comment**
- iii. Apologize for situation/Acknowledge their concern**
- iv. Satisfy customer in some manner, even if it can only be to listen to the problem and document their complaint, FIX THE PROBLEM IF POSSIBLE!**
- v. Thank the customer for bringing the issue to your attention**

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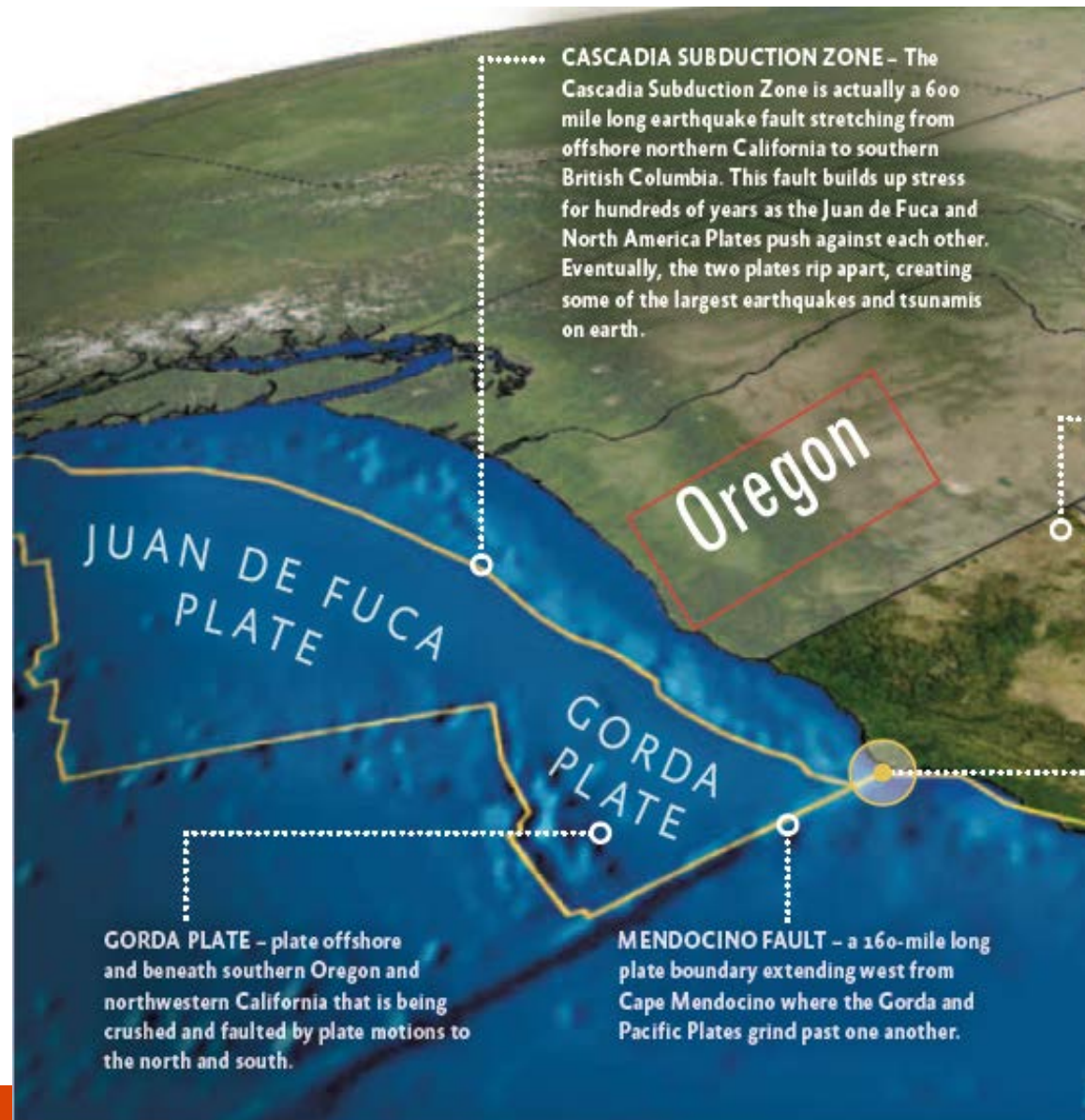
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5. Role-Play with upset customer demonstration and all-play

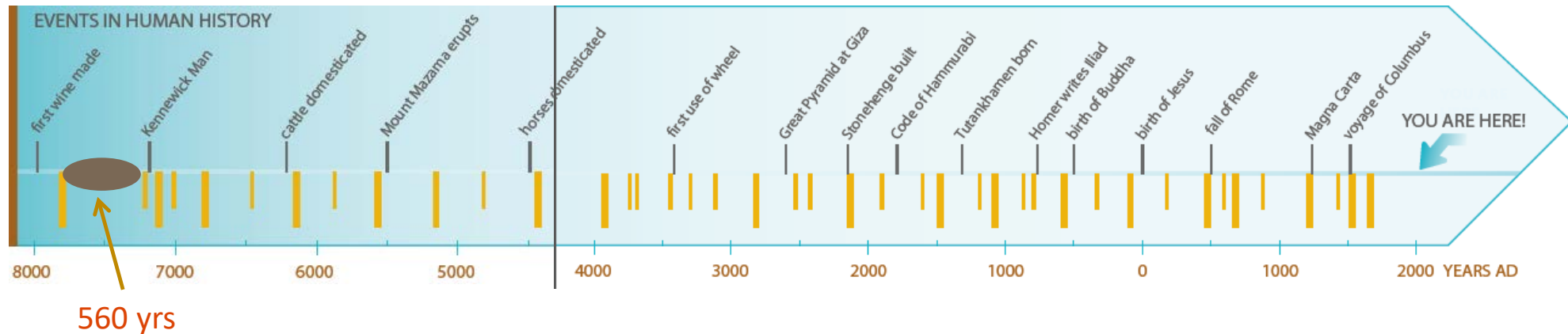
Tsunami training module:



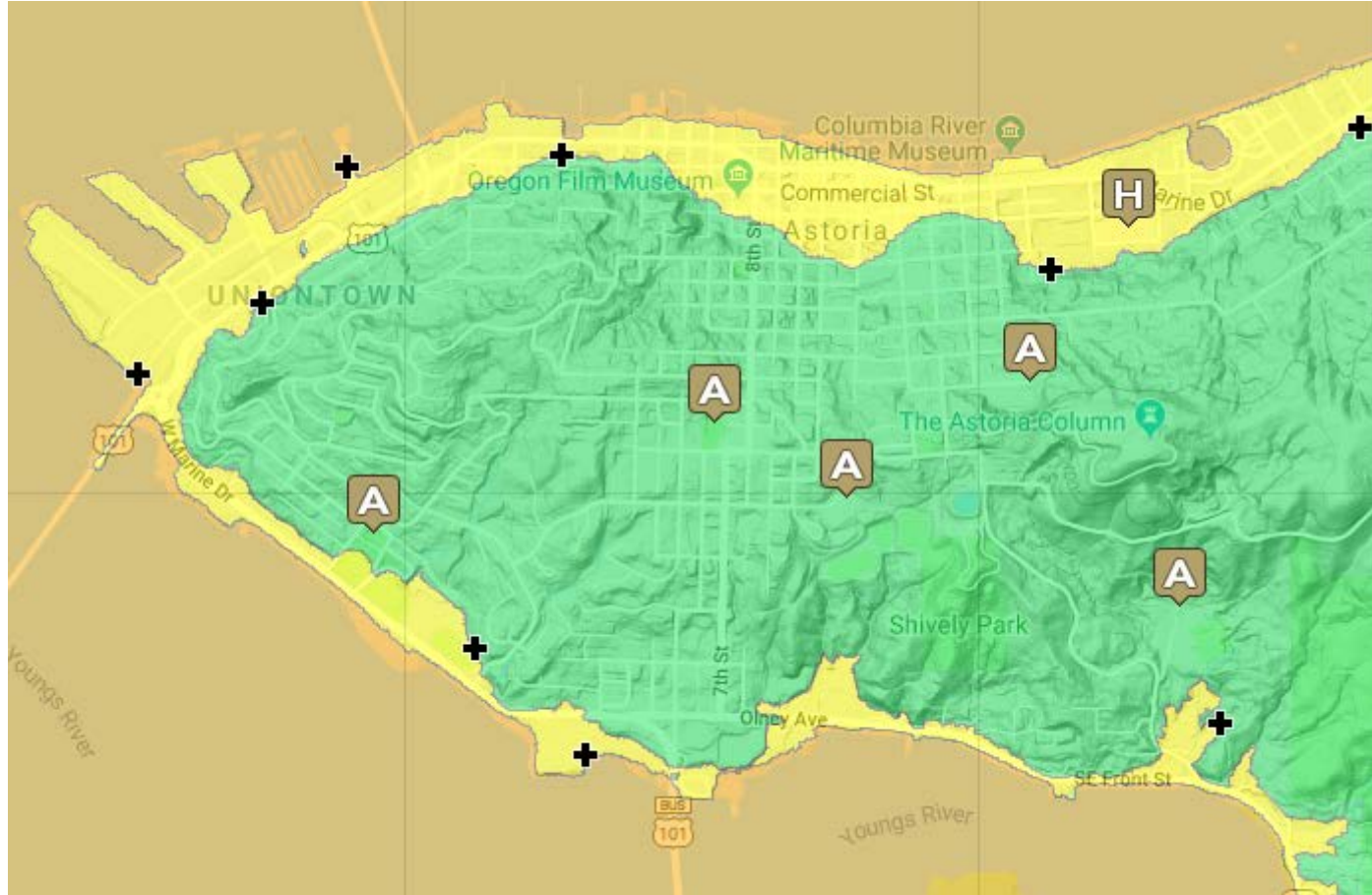
Cascadia Subduction Zone earthquake history

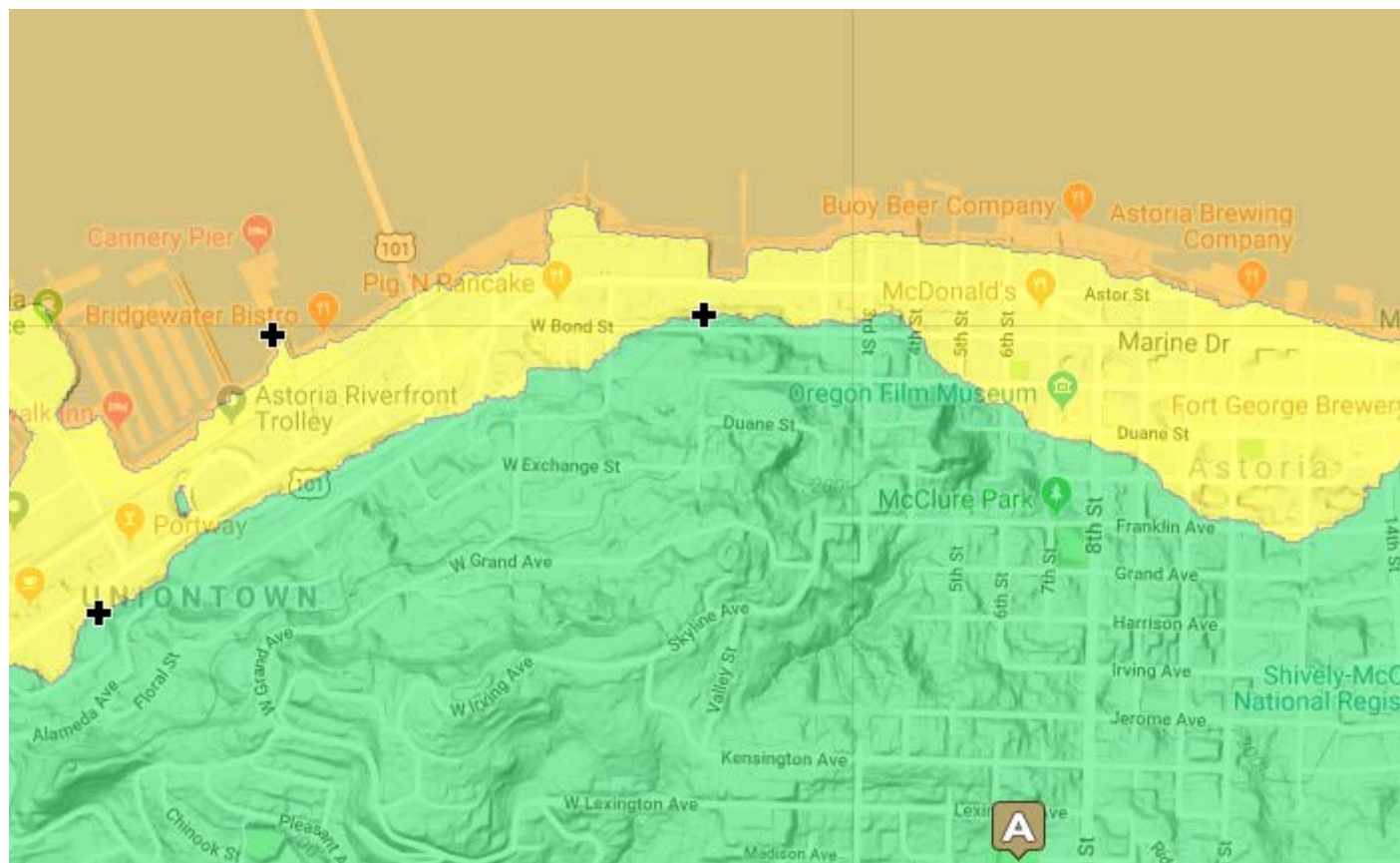
On average: a Cascadia Subduction Zone earthquake occurs every 300 years

The last CSZ earthquake occurred on January 26, 1700



There is a 30% chance that we will experience a CSZ event in the next 30 years!





<http://nvs.nanoos.org/TsunamiEvac>

Customer Service/Tsunami Training Evaluation

Did you learn new information or skills? Yes No

Do you plan to use the information you learned? Yes No

Would you recommend this program to others? Yes No

My zip code at work is? _____

Would getting a certificate in Customer Service be of any value to you?

Yes

No

If Yes, how much would you pay for training that provided AHLEI
Guest Service Gold Certification? (circle one or a range)

\$5 \$10 \$15 \$20 \$30 \$40 \$50

a. Would you prefer? (circle one)

i. a 1.5 hour online course you could do on your own at any time?.

ii. or a 4.5 hour in person course with a paper exam?

Results:

100% of participants said they learned new information or skills

100% of participants plan to use the information they learned

100% of participants said they would recommend this program to others

Zip codes for participants ranged from 97103 to 97448

Results (cont'd):

40% of participants wanted a certificate and 60% did not see a need for a certificate

Participants were willing to pay from \$10 - \$50 for the AHLEI Guest Service Gold training with a mean and standard deviation of \$32.50 \pm 10.70

All except one participant preferred a 4.5 hour in-person course over an on-line course to complete on their own time

Lessons Learned!

1. We think we will get a better response when we arrange trainings with individual businesses at the time of year, location, and time of their choosing

Lessons Learned (cont'd)!

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3. Keep the trainings short – 2 hours or less
4. Teach to certificate standards, but certification is not always desired and can be a barrier for front-line personnel (mostly cost and time involved). Allow participants to decide if they want to pursue a certificate or not.

Frank A. Burris

Watershed Management Educator

Oregon State University Extension Service and Oregon Sea Grant

frank.burris@oregonstate.edu

541-698-7810

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