

Assembly Hall Theatre

Royal Tunbridge Wells

Customer Service Standards Research Findings Report

Produced by:

Research Business Support and Solutions
www.voiceofyourcustomers.com

January 2007

1.0 INTRODUCTION

The Assembly Hall Theatre Marketing Manager commissioned Simon Davies to provide data capturing services and analysis of the recent survey to evaluate new Customer Service Standards.

This will allow The Assembly Hall Theatre to take on board comments from different customer profiles, to ensure that the services provided by staff are of high standards, and meet customer expectations on service standards.

The objectives of this research are to investigate the following amongst customers:

- identify and evaluate customer services for:
 - Box Office
 - Bar and Catering
 - Front of House
- evaluate new customer service standards

2.0 METHODOLOGY

The Assembly Hall Theatre undertook a quota sample of their customer database, and mailed a copy of the customer service standards and a short questionnaire to a representative cross sample of customers. Details of the criteria applied to the quota sample selection are shown below.

Criteria of Customer Selection for Customer Care Standards

Customer selection based on the following segmentation:

Top customers since 1 April 2005 based on number of visits.

Delete incomplete records & Staff 74

New Customers added to the database since 1 April 2006 who is resident in the borough. Delete any Internet Patrons

Randomize to top visits 78

Wheelchair & Disabled Patrons 48

Top 50 based on visits

Top 50 Schools who have attended since 1 April 2005 based on visits 50

Dawns Contacts selection 10

Les Woolgar Selection 5

Randomized selection of Patrons who attended Dora the Explorer and were first time visitors to the venue and who live outside the borough 50

Top Internet Patrons based on visits since 1 April 2005 Randomized 130

Total 445

3.0 ALL RESPONSES

Results for the survey are based on 130 completed questionnaires returned, representing a response rate of 29.2%.

At the 95% confidence level this yields a sampling error less than +/-8.6%. This means that we can be 95% certain that actual figures lie within +/-8.6% of the reported values in this report.

The survey results presented in this report are an overall picture of customers' opinions of the service provided.

4.0 MRS CODE OF CONDUCT

Simon Davies abides by the Market Research Society's Code of Conduct, which states the following:

'When reporting on the results of a marketing research project the Researcher must make a clear distinction between the findings as such, the Researcher's interpretation of these and any recommendations based on them'.

'Where any of the findings of a research project are published by the Client, the latter has a responsibility to ensure that these are not misleading. The Researcher must be consulted and agree in advance the form and content of publication, and must take action to correct any misleading statements about the research and its findings. Researchers must not allow their names to be used in connection with any research project as an assurance that the latter has been carried out in conformity with this Code unless they are confident that the project has in all respects met the Code's requirements'.

We therefore recommend that all research that is published should carry the following statement:

'This survey was completed by 130 customers of the Assembly Hall Theatre, Royal Tunbridge Wells between November 2006 and December 2006 from the Theatre Customer database – Source: Assembly Hall Theatre 2006/07'.

5.0 EXECUTIVE SUMMARY

- Levels of service provided by front of house staff reached 100% excellent/good.
- Customers were most likely to rate Box Office staff attitude excellent.
- Presentation of staff was most likely to be rated good.
- Customers were most likely to rate the bar and catering service good, with one in ten mentioning that it takes a long time to get served with both bars open.
- The theatre experience / ambience of theatre received the lowest overall rating, albeit 89% excellent/good.
- Customer generally spoke highly about the Theatre, and the service provided by the staff, friendliness, politeness, helpfulness etc. However, where comments indicated potential improvements, they focused upon ambience, such as temperature, decorations, re-instating the clock etc.
- Comments were also received about ticket prices, drinks and food. Loyalty ticket/schemes were given as suggestions.
- In relation to comments about the Customer Service Standards, many respondents stated 'excellent', 'comprehensive', 'hope you can deliver them'. However, some comments were also received indicating there should be some service standards when using the Internet, as this is a different media and service may vary.

However, it should be noted that this questionnaire did not contain customer demographic profile details so analyses by gender, age, or location could not be determined.

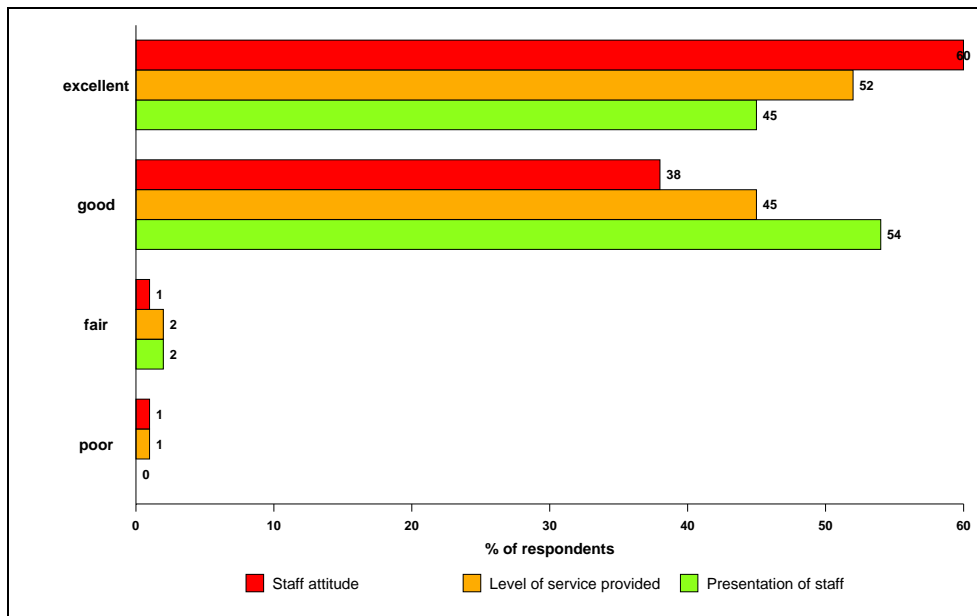
Within each of the following sections, customers were asked to state their degree of satisfaction using a four point scale, excellent, good, fair, or poor, with the following:

- Staff attitude
- Level of service provided
- Presentation of staff

6.0 BOX OFFICE SERVICE STANDARDS

All areas of service delivery provided at the box office were highly rated, ranging from 96% to 98% excellent/good. With such high ratings, the mean rating is also reflected highly, the highest was 1.42 out of 5.0 recorded for staff attitude.

Figure 1: How would you describe the standard of customer service for the box office?



Very few customers were dissatisfied the level of service provided, Table 1.

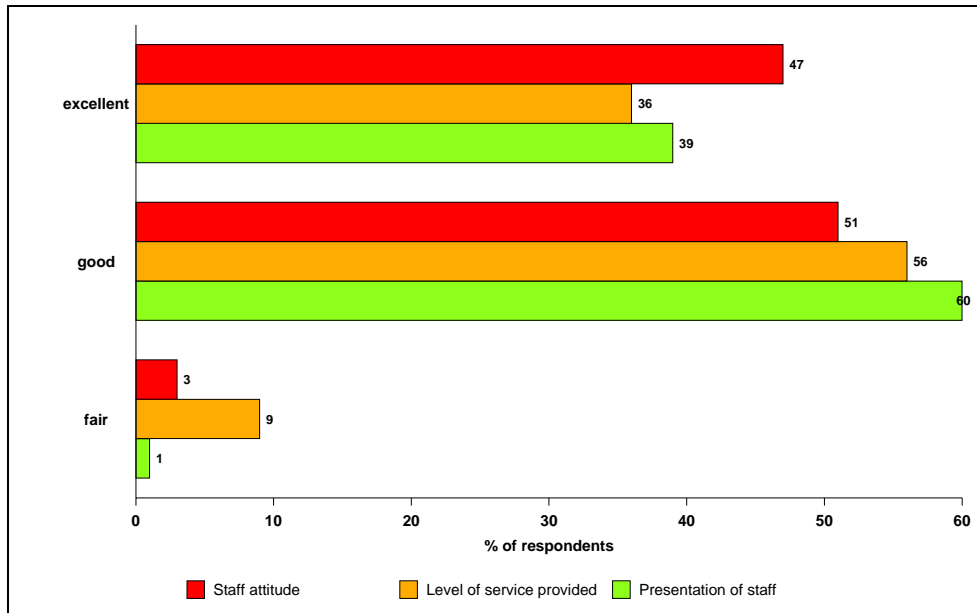
Table 1: Statistics for Box office service standards

	Base				
		excellent	good	fair	poor
Staff attitude	130	78 60%	50 38%	1 1%	1 1%
Level of service provided	130	68 52%	59 45%	2 2%	1 1%
Presentation of staff	127	57 45%	68 54%	2 2%	- -

7.0 BAR AND CATERING SERVICE STANDARDS

All areas of service delivery provided for bar and catering services were highly rated, ranging from 92% to 99% excellent/good. With such high ratings, the mean rating is also reflected highly, the highest was 1.56 out of 5.0 recorded for staff attitude.

Figure 2: How would you describe the standard of customer service for the bar and catering service?



However, the levels stating excellent was down compared to the ratings for the box office, and more customers had stated that they don't use bar and/or catering facilities.

It is also worth noting that more customers had rated bar and catering services fair, with one in ten, 10% stating the level of service provided as fair.

Respondents that had stated fair or poor, (# 14) for any part of the services provided was asked to specify further their reasons for this.

- Ten respondents had stated 'getting served at when both bars are open is often difficult', 6%.
- Three respondents gave further comments; staff need to smile, make eye contact, and no bar supervisor present.

No respondents had rated 'poor' service standards for bar and catering services.

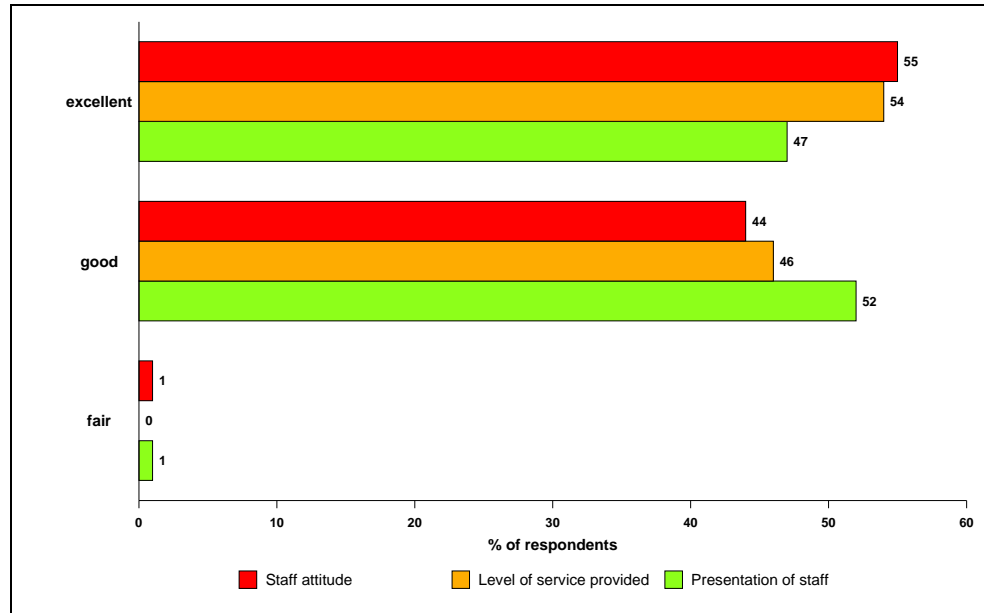
Table 2: Statistics for Bar and catering service standards

	Base				
		excellent	good	fair	poor
Staff attitude	116	54 47%	59 51%	3 3%	- -
Level of service provided	115	41 36%	64 56%	10 9%	- -
Presentation of staff	114	45 39%	68 60%	1 1%	- -

8.0 FRONT OF HOUSE SERVICE STANDARDS

All areas of service delivery provided by front of house staff (ushers and usherettes) services were highly rated, the lowest rating being 99% excellent/good for staff attitude and presentation of staff. With such high ratings, the mean rating is also reflected highly, the highest was 1.45 out of 5.0 recorded for staff attitude.

Figure 3: How would you describe the standard of customer service for the front of house (users and usherettes) service?



Respondents that had stated fair or poor, (# 2) for any part of the services provided was asked to specify further their reasons for this.

- One respondent had stated 'staff needs to smile', 1%.
- One respondents had stated 'need to improve uniforms', 1%

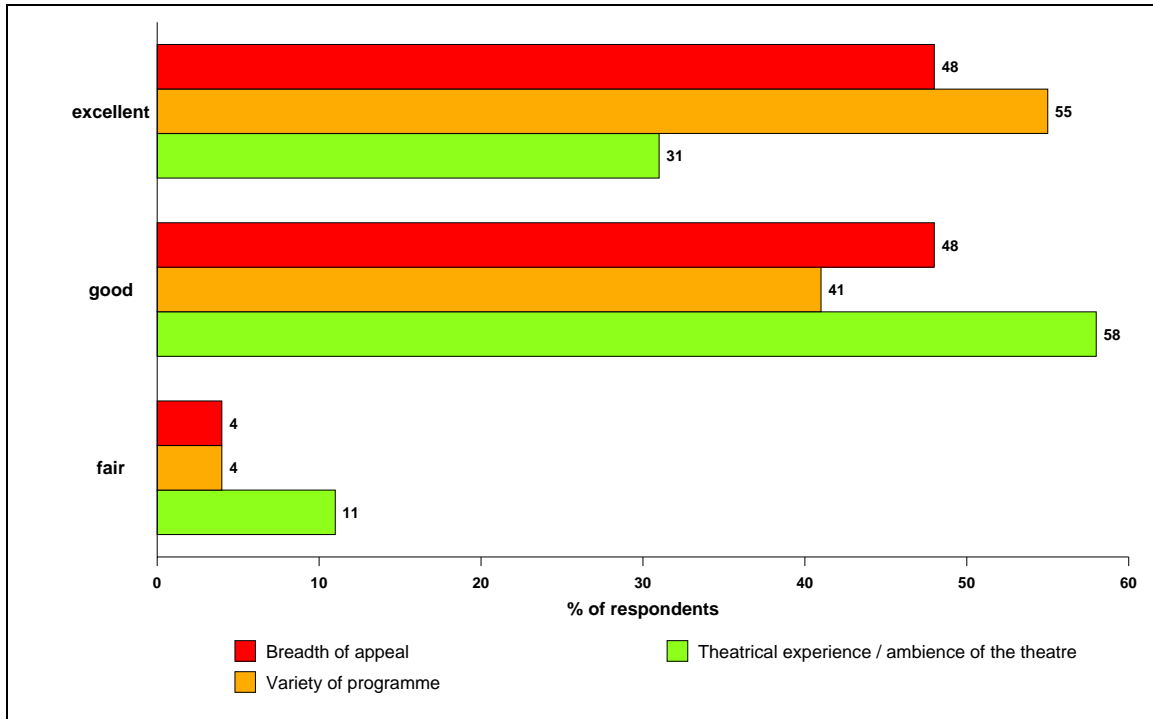
Table 3: Statistics for front of house service standards

	Base				
		excellent	good	fair	poor
Staff attitude	130	72 55%	57 44%	1 1%	- -
Level of service provided	128	69 54%	59 46%	- -	- -
Presentation of staff	129	61 47%	67 52%	1 1%	- -

9.0 QUALITY OF PROGRAMME AND THEATRE AMBIENCE/EXPERIENCE

All areas of the theatre programme and theatre staff were highly rated, the lowest rating being 89% excellent/good for theatre experience / ambience of the theatre. With such high ratings, the mean rating is also reflected highly, the highest was 1.48 out of 5.0 recorded for variety of programme.

Figure 4: What do you think about the quality of our programme and theatre ambience/experience?



It is also worth noting that 11% of respondents rated the theatre experience / ambience of theatre 'fair', with fewer rating breadth of appeal and variety of programme also 'fair'.

Table 4: Statistics for quality of programme and theatre ambience/experience

	Base				
		excellent	good	fair	poor
Breadth of appeal	130	62 48%	63 48%	5 4%	- -
Variety of programme	131	72 55%	54 41%	5 4%	- -
Theatrical experience / ambience of the theatre	128	40 31%	74 58%	14 11%	- -

Respondents were finally asked to provide further comments in relation to the show, or other areas of the theatre and their experience. Eighty two or 63% of respondents provided further comments. In order of frequency, the top ten comments were received and coded for easier analysis.

1	=	Always enjoy visits, best theatre in area/town	#26, 20%
2	=	Staff very helpful, efficient, friendly, doing very well	#24, 18%
3	=	Good shows, programme	#17, 13%
4	=	Customer Service Standards very good	#12, 9%
5	=	Ticket, programmes, bar, food prices a bit high	# 11, 9%
6	=	Disappointed with Aled Jones, Christmas show	# 5, 4%
7	=	Schedule shows to give more time between similar show types throughout the year, i.e Spring, Autumn showings, and not all in Spring	# 4, 3%
8	=	Pre-show meals available on different show types	# 4, 3%
9	=	Good value for money, ticket prices good	# 4, 3%
10	=	Theatre as good as London	# 4, 3%

Other comments of interest are:

- Experiencing problems with website booking/special offers
- Theatre temperature too hot
- Limited disabled parking
- Prevent non disabled users from using disabled toilets

- Re-instate stage clock
- Provide loyalty tickets / schemes