


Tourism South East Workshop

Collecting Customer Data

3 March 2009



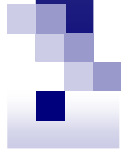
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Workshop Programme

- **Our agenda today:**
 - Group exercise: what are the benefits of collecting customer data?
 - How do the data protection regulations affect us?
 - Best practice tips on collecting customer data
 - Q and A





Group exercise

**What are the benefits of
collecting customer information?**



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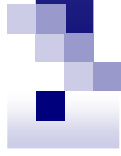
Why is it important?

It helps us understand who our customers are and where they come from.

The more you know about your customers the more successful your TIC will become.



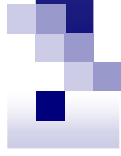
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The benefits of collecting data

- **Key benefits:**
 - Increased sales
 - More targeted marketing/communication
 - Improved customer service and retention
 - Easier to find new customers
 - Less admin/lower costs
 - Better performance monitoring





How do the Data Protection regulations affect us?



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Data Protection

- **Two excellent reference sources:**
 - www.ico.gov.uk
 - www.dma.org.uk



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Data Protection

- **Two important sets of regulations:**
 - Data Protection Act 1998
 - Privacy and Electronic Communications (EC Directive) Regulations 2003



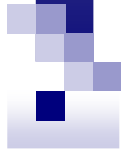


The Data Protection Act 1998

The Data Protection Act gives people the right to know what information is held about them, and sets out rules to make sure this information is handled correctly.



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Privacy and Electronic Communications Regulations, 2003

**These regulations place restrictions
on how organisations can carry out
unsolicited direct marketing by
phone, fax, e-mail and text.**



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What do the regulations mean for us?

**The golden rule:
*Get permission!***



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Data Protection Act:

Good practice guidelines

- **Rule 1: Tell people what their personal information will be used for.**
 - Say who you are
 - How you will use the information
 - How you will contact people
 - Whether you plan to pass the information to others






Data Protection Act: Good practice guidelines

- **Rule 2: Provide information on partners
with whom you are sharing the data.**



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Data Protection Act:

Good practice guidelines

- **Rule 3: Give people an opportunity to refuse future contact.**
 - You can do this at the same time that you ask them how they would like to be contacted.






Data Protection Act: Good practice guidelines

- **Rule 4: If requested, remove contact details promptly.**
 - No longer than 3 months and normally within 28 days
 - For electronic communications, do it straight away or within 28 days.





Data Protection Act: Good practice guidelines

- **Rule 5: Check your customer database against the DMA's Mail Preference Service.**
 - Consumers can register to opt out of receiving “junk” mail.

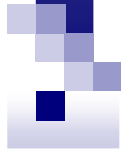




Electronic communications:

- **Additional safeguards apply:**
 - Telephone Preference List
 - Fax Preference List
 - Email Preference List






Electronic communications:

- **Say who you are and provide contact details:**
 - Postal address, email address or freephone number.



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Email communications: The “soft opt-in”

- **The “soft opt-in” applies where:**
 - You have obtained the customer’s details in the course of a sale or negotiations for a sale
 - You are only marketing similar services.
 - The customer has a simple opportunity to opt out when their details are collected and during future contacts.





Email communications

- **Some extra guidelines:**
 - Go for permission-based marketing!
 - Provide a statement of use in a prominent place to be read before customers submit their details.
 - Explain clearly what personal details will be used for.
 - Do not have consent boxes already ticked.
 - Provide a simple way for customers to opt out.
 - Comply promptly with opt-out requests.





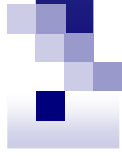
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Collecting Customer Data

**Best practice tips on collecting
customer data**




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Best practice tips on collecting customer data

- **Some preliminaries:**
 - Agree what data you need to collect
 - Be realistic
 - Ensure all staff are trained
 - Ensure your DMS is configured for speed
 - Know what the benefits are for your customer.





Some general advice for all types of customer contact

- **3 important points:**
 - Build your confidence
 - Build rapport with your customers
 - Sell the benefits





Face to face contact

- **Don't overdo it!**
 - Collecting customer data at the front line isn't easy
 - It's time consuming and can lead to inaccuracies
 - At best you can collect name, address, telephone and email

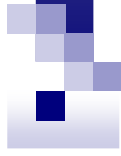




Face to face contact

- **The best techniques for collecting data:**
 - Short self-completion data entry postcard
 - Agree an incentive (WiiFM)
 - Postbox
 - Visitors' Book
 - “Join our fan club” promotions
 - Brochure display notice
 - Appoint a supervisor





Telephone contact

- **The best techniques for collecting data:**
 - Offer booking services
 - If it's a brochure request, offer an incentive
 - Practise your phrasing





Email contact

- **Tips for collecting data:**
 - Use a simple form or refer people to your website
 - Offer an incentive
 - Get your phrasing right





Phrasing

- **Rules for collecting data:**
 - Comply with Data Protection regulations
 - Offer an incentive
 - KISS!





Phrasing

- **Remember to KISS your customer**
 - Don't use business terminology
 - Don't use jargon
 - Don't use the 3rd person – keep it personal.
 - Don't use too many words – long explanation confuses.





Phrasing

- **BAD!**

“Our marketing department is collecting customer data for their database. Can they have your details please?”



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Phrasing

- **GOOD!**

“We can send you information on special offers and events. Would you like to join our mailing list to receive this?”



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Phrasing

- **KISSing to ensure data compliance**
 - Make it clear who the “we” is (your organisation)
 - Give the reason/benefits of providing contact info
 - State the purpose to which it will be put
 - Ask politely for their agreement





Let's look at some examples

- **Websites:**

“If you would like to receive any of the following FREE brochures simply fill in the form and email it to us”



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Website phrasing

- **Invite customers to “opt in” by ticking a box:**

“I would like to receive special offers and further information from (your organisation)”

“I would like to receive special offers and further information from carefully selected partners”





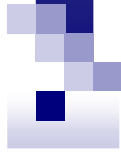
Website phrasing

- **Websites allow you to ask more detailed profiling questions**

“Please tell us a little more about yourself so we are able to serve you better”



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Email phrasing

- **Answer the customer's query first. Try to personalise your reply and close with an incentive:**

“Thank you for your enquiry. Did you know you can win a short break in X. All you need to do is enter your details at [www...](#)”



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Telephone phrasing

- **Sample “opt-in” phrases:**

“Would you like us to send you details of our short breaks and special offers in future?”

“How would you like to receive the information: by phone, email or mail?”



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Face to face

- **Don't try to collect too much at the counter. Use a form/postcard:**

“Would you like to join our mailing list to get information on special offers and events?”

If yes: “Could you just fill out your details and pop it in the box please?”



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Face to face

- **Remember that the postcard should:**
 - **State who you are and your purpose**
 - **Invite the customer to tick their preferred method of contact**
 - **Request contact details**
 - **KISS**

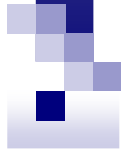




To sum up: remember to **KISS!**

- **5 little golden rules**
 - Try to answer the customer's enquiry first!
 - Personalise your reply
 - Make it clear who the "we" is
 - Give the reason/benefits of providing contact information
 - Ask politely for their agreement





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