



Feedback Form *Capturing Process*

The new NPS feedback form requires that all feedback received from guests be tagged into categories accordingly. Therefore feedback forms are currently being captured and tagged centrally.

- Forms to be sent via email to guestcrm@wilderness.co.za or uploaded on Dropbox daily or weekly.
- Please refrain from sending all forms at the end of the month.
- Please ensure you add the following on the form before sending:
 - Booking Name
 - Wish number
 - Completed per ROOM or GUEST or PARTY
 - Guest names (if the guests did not write it on the form)
- PARTY – This is when a guide/agent/tour leader/family member gives you a feedback form and says it's from everyone in the group, or if the children are too small to enter a feedback form. When two forms have been received from a group, then it cannot be entered as PARTY and will be processed PER ROOM.
- If the guests email address is unclear, please rewrite it on the form if you can make out what it says.
- Feedback forms to be completed in pen as pencil is hard to read when scanned.
- Make sure scanned forms are clear before sending as they need to be legible.
- Criticisms (what did we not do well): Please sign next to this feedback to indicate that you have either taken action or have taken notice of this feedback. Many times, it can be easily rectified in camp. You can also add a note under "Camp Questionnaire Response".

PLEASE NOTE: When a guest scores 6/10 or lower for any question on the form, it is the responsibility of camp staff to capture this form immediately on the Wilderness Window.

- When in the booking, click on the guest's name and then on "Guest Feedback and Questionnaire".
- Please fill in the section where it says: "Camp Questionnaire Response". You can also copy and paste the heads up that was sent to Operations in this block.
- In this section, add feedback on why the guest might have noted such a low score. If something went wrong during their stay, write down what happened and how you/the camp tried to rectify it. If you really don't know, and you have asked the Manager/Head of Department/staff whether they picked up anything, then just write that there was no indication that they were unhappy, and perhaps use other guests' scores during the same time, to indicate that other guests were happy.
- With a score of 6 or lower, an automatic email report of this low score is sent to Operations, Service Team, Guest CRM and Customer Care, and if you have entered the above information, it will immediately report what the situation was and how it was handled – eliminating the need for everyone to email to ask what/why/how. Guest CRM will tag the feedback once an alert comes through.