



Customer Feedback *Tagging Guidelines*

Tag	Positive Feedback	Negative Feedback / Suggestions
Accommodation	Beautiful, spacious, well-appointed accommodation/rooms. Room amenities. Stationary. Air conditioning. Outdoor showers.	Too hot, too cold, too small, ill designed. Pathways to rooms. In-room coffee stations. Air conditioning. Room renovation. Outdoor showers.
Activity	Game drives, walks, quad biking, hot air ballooning, mokoro, village visit as well as mention of quality of sightings or game viewing. Duration, information and scheduling of activities. Platform sleep-outs.	Game drives, walks, quad biking, hot air ballooning, mokoro, village visit as well as mention of quality of sightings or game viewing. Duration, information and scheduling of activities. Platform sleep-outs.
Bar (Service)	Beverages, wine or premium drink selections, drink stops.	Beverages, wine or premium drink selections, drink stops.
Boma/Cultural	Boma night, cultural activities and singing.	Boma night, cultural activities and singing.
Curios	Curio shop and items.	Curio shop and items. Suggestions on stock.
Dining (Service)	Speed, accuracy, helpfulness of dining service. Communal or private dining comments. Ambience of dining room. Bush picnics/lunches or dinners. Special birthday celebrations.	Speed, accuracy, helpfulness of dining service. Communal or private dining comments. Ambience of dining room.
Exceptional Feedback	Guests blown away by an incredible experience and service on all levels.	
Food	Compliments to the chefs, good food, flavours, variety and presentation.	Dishes being over or under cooked. Variety and taste. Dietary requirements and food allergies not being met.
Furniture & Fittings	Chairs, tables, curtains, light fixtures and electrical outlets.	Chairs, tables, curtains, light fixtures and electrical outlets. Hair dryers.
Guide	Guiding service, knowledge and passion of guide.	Lack of passion, respect and knowledge of guides. Lack or incorrect wake-up calls. Coffee in the morning.
Gym/Spa	Spa services (massages etc.) and gym or in-room gym equipment.	Spa services (massages etc.), lack of gym or in-room gym equipment.
Housekeeping	Cleanliness of room and camp, turn down service and bush babies. Quality and cleanliness of bed linen. Laundry service.	Dirty rooms, linen, sky beds not made up, water or room amenities not replenished. Laundry service.

Maintenance	Maintenance team and upkeep of camp.	Noisy generators, broken faucets, water pressure and drainage. Faulty electrical outlets. Camp not well maintained. Dirty swimming pools.
Management	Good, responsive, friendly managers. Safety briefing and orientation.	Lack of management presence, unhelpful and unfriendly managers. Safety briefing and orientation.
Name Mention	Tag when any staff name was mentioned.	Tag when any staff name was mentioned.
Photographic experience	Olympus camera comments including guide's knowledge and assistance in helping guests get the best shots.	Olympus camera comments including guide's knowledge and assistance in helping guests get best shots.
Sensitivity to environment	Respect for environment, sustainable practices, reduction of plastic.	Respect for environment, sustainable practices, reduction of plastic.
Staff	Friendliness, helpfulness, team and staff mentions.	Unhelpfulness, unfriendly, incompetent staff members.
Vehicle	Vehicle condition, features and maintenance.	Vehicle condition and features. Private or shared vehicles.
Value for money	Good value for money	Too expensive, not worth the price.