

# MODULE FIVE

## THE VALUE OF THE BEST OF QUEENSLAND EXPERIENCES PROGRAM

This module shares case studies of two businesses' experience of the Best of Queensland Experiences (BoQE) Program. They summarise some of the benefits they have gained from the Program and that are available to you, such as:

- Tracking consumer sentiment about your business
- Benchmarking performance against peers
- Reviewing the effectiveness of your customer engagement on social media
- Tracking your progress over time
- Identifying areas in your business that need attention
- Accessing marketing benefits.

# Case Study

## AUSTRALIAN SUNSET SAFARIS, LOGAN



**Sunset Safaris is a 4WD Eco Adventure Tour Company offering 1-to-7-day tours to some of the most prestigious natural attractions (Moreton Island, Fraser Island and Lady Musgrave Island) in Queensland.**

### **1. What does the BoQE Program mean to you and your business?**

BoQE serves as a great benchmark for us as to how we are tracking in continuously improving customer experiences and attracting new visitors. It is very important for us to see that we are meeting the criteria and consumer expectations – and the ReviewPro Consumer Insights Report shows us that. If our reviews are great and we act on any feedback, we can continue to improve the business and provide a better experience for visitors. We want our score to increase every time – it's great for business.

I am proud to be part of the BoQE Program as it means we are the cream of the crop and can stand out and be recommended as a BoQE. It also means a lot to us that the benchmark is set by TEQ, our state tourism body, as it has credibility.

### **2. What value does the ReviewPro Consumer Insights Report have for your business? How do you use the Report?**

Reviews and social media feedback give us the opportunity to act on certain elements of our business. The Consumer Insights Report tells

us if we have fallen below the benchmark and highlights where we need to focus to improve our rating.

By meeting the criteria, we also benefit from access to marketing benefits.

### **3. What are the practical impacts on your business from meeting the required criteria and achieving a rating as a BOQE?**

The BoQE Program helps us to review our presence and engagement with consumers on social media. Through the Program we are looking at what posts are generating a better response, how people are reacting to certain posts and what creates a sense of urgency. We are also regularly reviewing our website and asking for feedback from new staff and customers on what is and isn't working well. We want to know if any information is confusing or unclear, if any information can be improved and what change or impact this will have on our BoQE score.

Feedback received via email and social media channels has enabled us to provide a better experience to our guests on our Moreton Island tour. Originally as part of our snorkelling experience at Tangalooma shipwrecks, we supplied those guests with low to no swimming ability with boards to help them swim from the shore to the wrecks (about 50m). The feedback told us that they still struggled or weren't confident to swim in open waters. In response, we tailor-made a large floatation board to attach to a jetski (an additional purchase to help improve safety procedures in marine waters). Our guests can hold onto the sides and be towed out to the wrecks. Our confident swimmers can also enjoy a free 'taxi service' to and from the wrecks if they choose.

As a result of the change, we received lots of positive feedback. Our guests commented that they felt safe as they could reach out to the floatation device whenever they felt insecure or tired during their swim. Some guests also told us the device made it possible for them to swim in the ocean for the first time, and were very thankful for the experience of a lifetime.

#### 4. Top tips for other businesses on making the most out of the Program

It's important for businesses to jump on board BoQE, especially smaller operators, and devote time and budget to managing your reviews, website and social media presence as these really help to improve the product. The feedback that comes through allows us to examine our product and determine what needs to be improved and how we can make our experience more memorable.



# Case Study

## INDIGISCAPES CENTRE, REDLANDS COAST

**Redland City Council's environment education centre offers native botanical gardens, a native nursery, bush trails, a nature playground and café specialising in local cuisine with a bush tucker twist.**

### 1. What does the BoQE Program mean to you and your business?

The BoQE Program encourages us to constantly improve the business and make it a seamless experience from the moment a guest books to the acknowledgment and thank you message they receive when they provide us feedback.

### 2. What value do the ReviewPro reports have for your business? How do you use the report?

The BoQE Consumer Insights Report provides valuable confirmation of the positive experience our customers are having and recognition of the work that goes into the centre and in delivering great customer service. Our staff were really proud to see the BoQE report and satisfied to know they are delivering a great service to the community.

### 3. What are the practical impacts on your business from meeting the required criteria and achieving a rating as a BoQE?

We use our BoQE report as an internal business development and assessment tool. Achieving BoQE status confirms we are on track and validates Redland City Council's ongoing investment into the centre.

### 4. Top tips for other businesses on making the most out of the Program

Use BoQE to understand customers' views on your business and where you could improve your service. Engage with your customers after their visit to gain their feedback, and respond to all reviews.

#### FIND OUT MORE

Visit [TEQ's website](#) for case studies and testimonials from tourism operators across Queensland.

