



CUSTOMER EXPERIENCE POLICY

MIRRIGIN STAR STANDARDS

The Mirrigin people are people of the stars (Aboriginal meaning for Stars = Mirrigin pronounced Meer-ee-gin) and our Philosophy is all about **“Star Standards.”**

Inspiring an Exceptional Customer Experience starts with leveraging employee engagement and offering personalized, authentic service.

Our **Mirrigin Star Standards** are the foundation of the Spirits of the Red Sand Experience. They encompass the values and philosophy by which we operate and include:

Our Belief Our Motto Three Steps of Service

Service Values The Team Promise The Gibumm (Moon) Mystique

Our Belief

Spirits of the Red Sand is a place where the genuine care and comfort of our guests is our highest mission.

We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed and safe ambience.

Spirits of the Red Sand experience enlivens the senses, instills a powerful connection to our culture, and fulfils even the unexpressed wishes and needs of our guests.

Our Motto

At Spirits of the Red Sand “We are guests serving guests.” This motto exemplifies the anticipatory service provided by all staff members.

Three Steps of Service & Service Values

1. A warm and sincere greeting.
 2. Use the guest’s name. Anticipation and fulfillment of each guest’s needs.
 3. Fond farewell. Give a warm good-bye and express appreciation.
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1. I build strong relationships and create Red Sands guests for life.
 2. I am always responsive to the expressed and unexpressed wishes and needs of our guests.
 3. I make every interaction count with a positive and engaging attitude.
 4. I am empowered to create unique, memorable and personal experiences for our guests.
 5. I understand my role in achieving the Key Success Factors and creating Spirits of the Red Sand **“Gibumm (Moon) Mystique”**
 6. I continuously seek opportunities to innovate and improve the Spirits of the Red Sand experience.
 7. I own and immediately resolve guest problems.
 8. I create a work environment of teamwork and lateral service so that the needs of our guests and each other are met.
 9. I have the opportunity to continuously learn and grow.
 10. I am involved in the planning of the work that affects me.
 11. I am proud of my professional appearance, language and behaviour.
 12. I protect the privacy and security of our guests, my fellow employees and the company’s confidential information and assets.
 13. I am responsible for uncompromising levels of cleanliness and creating a safe and accident-free environment

The Gibumm (Moon) Mystique

Spirit and Emotional Effortless
Aura Connection

The Team Promise

At Spirits of the Red Sand, our team are the most important resource in our service commitment to our guests.

By applying the principles of trust, honesty, integrity and commitment, we nurture and maximise talent to the benefit of each individual and the company.

The Spirits of the Red Sand fosters a work environment where diversity is valued, quality of life is enhanced, individual aspirations are fulfilled, and Spirits of the Red Sand **“Gibumm (Moon) Mystique”** is strengthened.

Service Delivery and Customer Service

We recruit reception/reservations staff who believe as we do in the spirit of guests serving guests. All Aboriginal cast members and hosts hold Cert 3's in Hospitality and Tourism which includes customer service training; social and cultural sensitivity. Each is taken through a robust induction process including **Mirrigin Star Standards** and are then paired with a senior staff member during their initial shifts to ensure they action our values and philosophy. Management monitor on the job performance and a range of internal and external methods are used to assess our success.

Customer Greeting Procedures

First impressions count! Staff must always be warm and sincere in greeting our guests, introducing themselves, using guest's names and being helpful with answering any questions about our product. Staff then check-in our guests, advising what is in store for the experience ahead to ensure comfort and safety. Tickets and theatre booklets are provided.

Guest Complaints Management and Feedback process

Guests are encouraged to provide feedback regarding their experience on the night to our team, through our automated survey and review email, which is emailed out the day after their visit. Direct to us via email, or through any of our review sites (Google My Business, Facebook, TripAdvisor etc). All complaints are taken seriously and addressed immediately (if required) or in the next Management meeting, with involved staff engaged in private. Where wider lessons are evident, each incident is discussed in the next staff meeting to ensure team improvement and compliance and training is arranged where needed. We are confident in our **Mirrigin Star Standards** and encourage every guest to share their experience on all external review sites through a follow-up email.

Bookings Confirmation and Cancellations Policy

Bookings can be completed through the internet, third party affiliates, over the phone or done on the day if the guest just turns up. If the guest has decided not to experience Red Sands and wishes to cancel they will receive a full refund. If they have completed or started the experience refunds will be assessed by the Senior Manager on the day.