

What is customer service?

Customer service is the act of taking care of the visitor's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the visitor's requirements are met. Customer service is the ongoing actions taken to support visitors.

There's a direct correlation between satisfied visitors, Lasdon Park loyalty, and park growth.

Garden Etiquette

- Do** stay on the paths and open lawn areas.
- Do** observe, watch, and enjoy the gardens.
- Do** follow instructions from Parks staff.
- Do** supervise children.
- Do** use quiet voices in all garden areas.
- Do** recycle in provided containers.
- Do** carry out what you bring in.
- Do** share your positive experience with friends and/or using Facebook, Instagram or Twitter @lasdon_park and #mywestchester
- Do** register for a photography permit.
- Do** park in designated areas only.

- Do not** bring pets. (Animals are not allowed to stay in unattended vehicles.)
- Do not** ride bikes, scooters, tricycles, toy car, skateboards, hover boards.
- Do not** play ball.
- Do not** fly drones or kites.
- Do not** climb trees or statues.
- Do not** pick flowers or plants.
- Do not** put anything in, swim or drink water in fountains.
- Do not** smoke or vape.
- Do not** barbeque
- Do not** bring alcoholic beverages.

We reserve the right to deny entry or remove visitor(s) who do not follow our etiquette.

Customer Service and You at Lasdon Park

Customer service is a department-wide philosophy about understanding our visitors and what they want and need.



How do we provide customer service?

We provide customer service through stewardship which encompasses the care and maintenance of Lasdon as well as sharing our knowledge with the next generation. Stewardship encompasses:

Vision – Where and what we can do to move staff and visitors to another level of understanding.

Direction – Going forward to the future.

Fulfillment – Visitors and staff leaving happy at the end of the day.

Value - As staff, we are the chief assets. Value is us.

As park stewards, we need to ask:

1. Who are our visitors?
2. How do they want to be treated?

What is customer experience?

Customer Experience is the result of every interaction a visitor has with Lasdon, from navigating the website to talking to gardeners outside to having access to clean restrooms.

Everything you do impacts your visitors' perception and their decision to keep coming back or not—so a great customer experience is our key to success. It is important that everyone work together to create a seamless, consistent experience for the customer.

What is the difference between customer service and customer experience?

The difference is that customer service is one factor in the customer journey, while customer experience is the sum of all a customers' interactions with Lasdon. Every detail of the visit and interaction sends a message to the visitor that asks, "Do we care about visitors?" It doesn't matter what we think our title/role is, we all have a part in providing a positive customer experience.

How you can provide the best customer service and customer experience.

- Greet everyone with a smile and an appropriate welcome when passing within four feet of them.
- Make eye contact when speaking.
- Be openly friendly and show sincere interest in our visitors' experience.
- It is ok to be off task if you are making sure the needs, wants, expectations and emotions of our visitors are being fulfilled.
- Thank visitors for coming to Lasdon.
- Thank volunteers for being volunteers.
- Thank members for being members.
- Thank donors/sponsors for being donors/sponsors.
- Know how to find accurate answers to questions asked by visitors or staff. It is ok to say, "I don't know" if you don't know and then always help find the answer.
- Explain the reasons behind the Garden Etiquette and a

"Painful Policy."

-Tell them that Lasdon is Westchester's Public Garden. We are a passive (just walking around) park not a recreational park.

- Practice the H-E-A-R-D methods when combustion points happen or there is customer service/experience failure:

Hear – I hear that you are having trouble with ...

Empathize—I understand, that can be very troublesome

Apologize—I'm sorry this has happened

Resolve—Please, let me help fix it (Provide Jess's contact info or call her directly, 914-467-9780).

Diagnose—Why did this happen? How can we prevent this from happening again?

Staff safety and prevention.

If a visitor threatens you or makes you feel that you or anyone else is in eminent danger, call 911 and the county police (914) 864-7700.

You must then call

Jessica (914) 467-9780 or (914) 329-6395

followed by Linda Lovallo (914) 231-4573 to alert her of the situation so that PRC can be prepared in case there are press reports.

Overall take-away

As park stewards, it is our job to ensure that all our visitors have the best customer service and customer experience when visiting Lasdon.