

Willis's Walkabouts Client Questionnaire



As part of our ongoing procedures to maintain and improve our standards, we would appreciate it if you would take the time to fill in the following questionnaire.

Trip: _____

Name of Guide: _____

Using a rating scale of 1 (poor) to 5 (excellent), please circle the number which is most appropriate.

1. How did you first contact us? (Tick one)

Phone ___ Fax ___ Letter ___ Email ___

How would you rate our response on the following

Promptness 1 2 3 4 5

Helpfulness 1 2 3 4 5

Courtesy 1 2 3 4 5

Information 1 2 3 4 5

2. Registration Form

Easy to Understand 1 2 3 4 5

We believe every item on our registration form is important. We suspect that it can, however, be improved and would welcome any suggestions you might have as to how we could do this.

3. Trip Notes. How would you rate the usefulness and ease of understanding of our trip notes on each of the following criteria.

Please note. The trip notes are not intended to give the exact details of the route(s) taken.

A. Text What to expect 1 2 3 4 5

Difficulty 1 2 3 4 5

Overall 1 2 3 4 5

B. Itinerary Connections 1 2 3 4 5

Overall 1 2 3 4 5

Please use the space below to make suggestions as to how we can improve our trip notes.

4. Bushwalking Guide. How well do you think the Bushwalking Guide (print or email) covered the following tropics?

What to bring 1 2 3 4 5

What conditions to expect 1 2 3 4 5

How to prepare for the trip 1 2 3 4 5

Please use the space below to add any suggestions as to how we can improve the Bushwalking Guide.

5. Transportation. If you used one of our vehicles, how would you rate the following.

Please consider, with regard to cleanliness, if you join a trip on section two or later, or start a trip at a bush location, the vehicle cannot be as clean as it would be if it started from one of our town bases.

Comfort 1 2 3 4 5

Cleanliness 1 2 3 4 5

Safety 1 2 3 4 5

Driving by the guide 1 2 3 4 5

Driving by others (if any) 1 2 3 4 5

Overall 1 2 3 4 5

Please use the space below for comments about our transport.

6. Your guide. How would you rate your guide on each of the following.

Daily plan briefing 1 2 3 4 5

General communication 1 2 3 4 5

Navigation 1 2 3 4 5

Minimal Impact practices 1 2 3 4 5

Helpfulness 1 2 3 4 5

Awareness of your needs 1 2 3 4 5

Local knowledge 1 2 3 4 5

Cooking 1 2 3 4 5

First Aid 1 2 3 4 5

Overall 1 2 3 4 5

6. **Continued.** Please use the space below to make any additional comments about your guides.

7. a) Which was your favourite meal?

b) Which meal did you like least?

c) Was there anything else about the food you particularly liked or disliked?

8. **The trip as a whole.** How would you rate the trip in terms of

Value for money 1 2 3 4 5

Expected level of difficulty 1 2 3 4 5

Meeting your expectations 1 2 3 4 5

Please use the space below for comments.

9. What did you like most about your trip?

10. What did you like least about your trip?

11. **Would you recommend our trips to others?**

Yes ___ No ___

If not, please tell us why.

12. **Some of our potential clients,** both Australian and international, ask us if any of our past clients would be willing to talk to them and give them an unbiased view of what to expect.

Would you be willing to allow us to provide your name as such a contact? Yes ___ No ___

If yes, how many times per year may we refer people to you? 1-2 ___ Up to 5 ___

If yes, please give your name and address below, or, if you would like the questionnaire to remain anonymous, please use our pre-paid mailing address to send in the information.

13. **Have you seen our website?** Yes ___ No ___

If so, how would you rate it for

General Information 1 2 3 4 5

Easy to find specific info 1 2 3 4 5

Usefulness of maps 1 2 3 4 5

Usefulness of photos 1 2 3 4 5

Overall 1 2 3 4 5

Please use the space below to make any additional comments or suggestions as to how we can improve the website.

14. **Please use the space below** to add any additional comments and suggestions.

Thank you.