
People management



The building blocks of customer service

Tighter spending has made guest satisfaction the top training priority at Legoland Windsor this year, according to HR director Katy Grêlé.

“Money is now more precious and it means that guests’ expectations are higher. What was good enough two years ago is no longer good enough,” she told *PM*.

Grêlé said all staff training, including inductions, was focusing on improving the guest experience and understanding their expectations in the current economic climate.

Last summer, seasonal staff were confronted with actors who played out scenarios that were repeated until customer service was judged as excellent. Marcus Hammer, director of Silvercube, which delivered the training, said: “We’d start the training the moment they walked in, being rude or dropping litter to see how they reacted.”
