



Ningaloo Stars

Customer Services Manual

V1.1

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Ningaloo Stars Customer Service Procedures Manual

1. Customer Service Philosophy

Ningaloo Stars is committed to delivering exceptional stargazing experiences in a safe, inclusive, and welcoming environment. Every staff member has a responsibility to ensure that all guests, regardless of age or ability, feel valued and respected throughout their journey with us. We strive for excellence in customer service by offering open communication, resolving issues promptly, and celebrating diversity.

2. Professional Communication with Customers

- **Listening Skills**
 - Focus attention fully on the guest.
 - Use eye contact and approachable body language.
 - Allow guests to finish speaking before responding.
 - Confirm understanding by paraphrasing or repeating back key points (e.g., “Just to confirm, you need...”).
- **Open Communication**
 - Speak clearly, using positive and respectful language.
 - Be transparent about what guests can expect from their experience.
 - Provide clear instructions and answer all questions.
 - Ensure information is accessible, using plain English and visual aids if helpful.
- **De-escalation Skills**
 - Remain calm and compassionate if a guest is upset or frustrated.
 - Listen without interruption and acknowledge their feelings (e.g., “I can see this has been frustrating for you”).
 - Offer solutions or alternatives in a reassuring tone.
 - Avoid confrontation; focus on resolving the issue, not assigning blame.
- **Problem-Solving**
 - Assess the issue objectively and quickly.
 - Explore options and provide solutions that align with guest needs and business policy.
 - Confirm with the guest that the proposed solution is acceptable.
 - Follow up after resolution to ensure satisfaction.
- **When to Seek Support**
 - If an issue exceeds your authority, seek assistance from a team leader or manager.
 - If unsure how to meet a customer’s needs, ask colleagues with relevant experience.
 - Always seek immediate support if you feel unsafe, especially during situations involving abusive behaviour from guests.



3. Inclusivity and Accessibility

- Inclusive Service for All Ages and Abilities
 - Greet all guests with kindness and respect, regardless of age or background.
 - Proactively ask guests if they have any accessibility needs or require assistance at any point.
- Mobility Support
 - Offer accessible seating and ensure that guests using mobility devices have clear, obstacle-free pathways.
 - Assist with equipment as needed.
- Neurodiverse Guests
 - Be patient and flexible with communication styles.
 - Offer extra time to process information or respond.
 - Use clear, step-by-step explanations, and avoid unnecessary sensory stimulation (e.g., sudden noises, flashing lights).
- Hearing Support
 - Face guests directly to support lip reading.
 - Speak clearly and be prepared to repeat information if requested.
 - Inform guests that two team members are trained in basic AUSLAN and can provide support; offer to introduce these staff as needed.
 - Provide written instructions or information upon request.

4. Dealing with Inappropriate Behaviour

- Zero Tolerance Policy
 - Ningaloo Stars does not tolerate any abusive, aggressive, or discriminatory behaviour towards staff or guests.
 - If a guest becomes abusive (verbally or physically), politely but firmly advise them that their behaviour is unacceptable and must stop.
 - If a staff member feels unsafe, immediately remove yourself from the situation and seek support from another staff member.
 - Report all incidents to your supervisor as soon as possible and complete an incident report.
 - Support and aftercare will be provided for any staff involved in such incidents.

5. Providing a Unique and Memorable Experience

- Welcome guests with enthusiasm and genuine hospitality.
- Share engaging stories and facts about the night sky, local environment, and astronomical phenomena.
- Encourage interaction and questions, making the experience personal and memorable.
- Exceed expectations by anticipating needs; offer extra assistance before it is asked for.



6. Customer Service - Care and Appropriate Handling of Telescopes and Accessories

- Guest Interaction - telescopes
 - Guide guests on the correct way to look through telescopes without touching the equipment unless instructed.
 - Supervise guests closely, especially children, during telescope use.
 - Politely remind guests not to move, tilt, or attempt to refocus the telescopes themselves.
 - Offer a step for younger stargazers who cannot reach the eyepiece – ensure a parent/guardian/responsible adult supports the child using the step to ensure they do not fall.

7. Responsibilities & Review

The Directors of Ningaloo Stars Pty Ltd are responsible for overseeing the implementation of this policy in collaboration with relevant stakeholders and staff members. This policy will be reviewed annually, or sooner if changes to operations, legislation or environmental considerations indicate a review is required.

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Version	Date	Summary of Changes
1.0	01 June 2025	Initial procedure document developed
1.1	02 May 2026	Review & minor update – Responsibilities & Review section added