



# THE ROYAL YACHT **BRITANNIA** EDINBURGH

Visitor Experience Manager  
**Angie Fowler**





# Value for Time

---





# Award-winning Quality

---







# FINGAL





# Marginal Gains



1

2

3

4

5

6

7

8

9

10



Detractors

Passives

Promoters



# No Excuses Philosophy





# People



- Create hurdles
- Group interviews
- Maybe = No
- Probation
- Development





# Equipment

- Previous experience
- Ease of access:  
location
- Plan ahead:  
duplicates & spares





# Training



- **Company Awareness Day**
- **Exceeding Visitor Expectations**
- **Learning management system**
- **On-the-job shadowing and training**



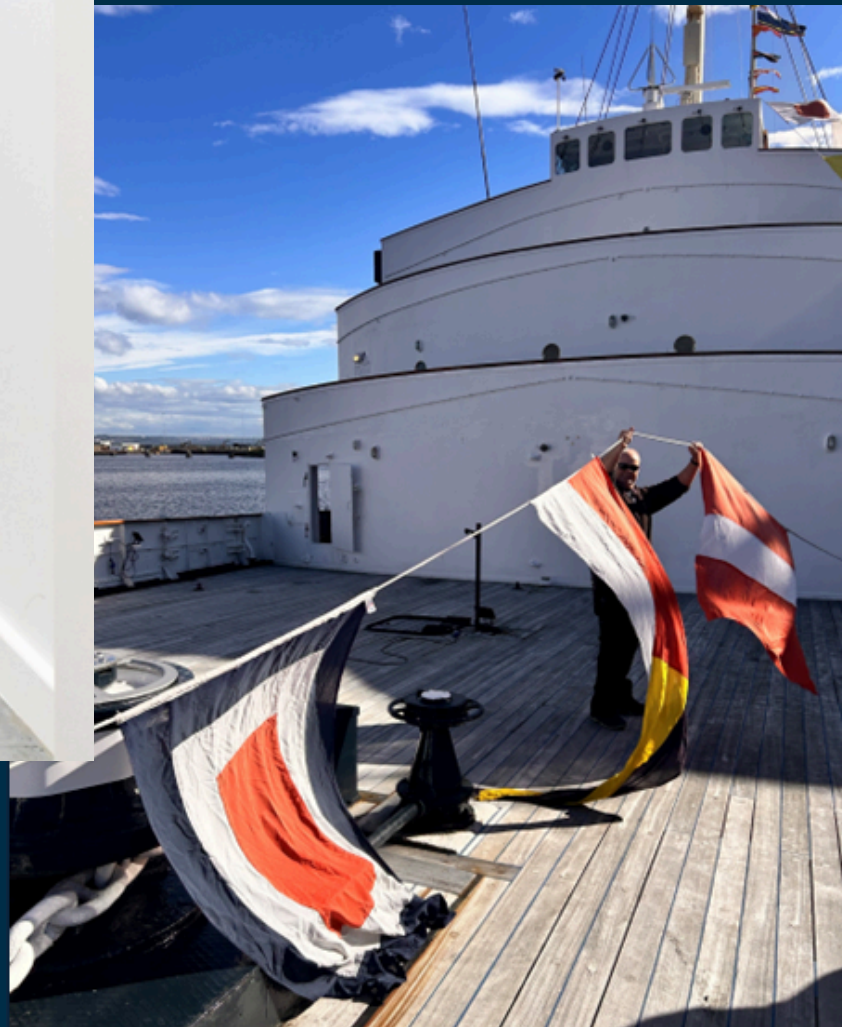
# Actions

- Flexibility
- Creative culture
- The right people talk to the right people





# Time



**Before visitors arrive**

**During opening hours**



# Net Promoter Score





# What makes the 5th star?



“You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality.”

WALT DISNEY





# Proactivity & Personalisation





# No Excuses Philosophy





# Thank You



[angie.fowler@tryb.co.uk](mailto:angie.fowler@tryb.co.uk)