

From: Colonel K J Connor TD
Cadet Commandant



"Make Your Mark"

WEST LOWLAND BATTALION ARMY CADET FORCE
Fusilier House, Seaforth Road, AYR KA8 9HX

Tel: 01292 264612 Fax: 01292 289742
E-mail: lo-wl-ao1@rfca.org.uk

WL/WST

WST Travel Ltd
181 Bristol Avenue,
Blackpool
FY2 0FP

20 October 2016

WST TRAVEL LTD: OUTSTANDING CUSTOMER SERVICE

To whom it may concern;

I have used WST Travel Ltd over the last few years to help us plan and organise our annual tour to the First World War Battlefields of Ypres & the Somme. I have always been hugely impressed by the outstanding professionalism and attention to detail we have received from start to finish which has allowed all of our tours to occur without any issues. In summary we can focus on delivering our tour detail secure in the knowledge that WST have effectively dealt with all of our travel and accommodation requirements. I have always been impressed by the superb customer service and value for money which has made me a loyal fan of WST.

As a Volunteer Colonel commanding a Cadet Battalion I also have to balance a busy business life which gives me a perspective of business realities and just what good customer service is. Occasionally in business you have experiences that simply are refreshing where some businesses go that extra bit to surprise you and just do the right thing.

This year as normal we had our tour planned as normal through WST all paid up and good to go. A few days before we were to leave were the terror attacks in Belgium which caused us all considerable concern. In particular many of the parents of our Cadets were very worried about the prospect of their children travelling to Belgium/France at this time. A few days before we were due to leave we took the decision that regrettably we would have to cancel our trip. We were not willing to take any risks with other people's children and put some distressed parents through more worry. This was confirmed by our Regional Command who basically stopped the trip.

The costs to us of this decision were huge. We knew we would not be covered by the insurances. We knew we would be losing 100% of the monies we had already paid and

would also have to repay monies back to parents. We had resigned ourselves to this huge loss.

WST were hugely supportive to us during this period with constant updates and advice on the political situation. Once our decision was made, without prompting from us, they undertook to see what they could do. I was quite blown away to get an email from WST extracted as below;

*“The normal cancellation policy at this stage would be 100% of the tour cost and as you know the decision not to travel is not covered on the insurance. However in light of the recent events and as we **hugely** value you and our working relationship and want that to continue for many years, we will reduce the cancellation charges to just the cost of the original deposit of £30.00 per person. This should hopefully cover any minimal cancellation charges that our suppliers will charge and if there is any shortfall we will cover it.”*

I responded to say I was quite stunned by this exceptional offer. And was blown away to get the following response from Sian, the Customer Relations Director.

“It is of course with absolute pleasure that we service our customers in this way. We are presented with horrendous situations in life to deal with, like Brussels and Paris attacks, outside of our control. What we can control is how we react to them. I have every confidence that our customers will continue to choose WST as their tour operator once confidence and ability to travel rises, quite simply because they will always trust us to the “do the right thing”.”

Occasionally simple things like this happen in business restore your faith in people. WST “doing the right thing” was an inspirational gesture and very much appreciated. I am sure having these values is the reason that they do so well in business. I do know that this was not a one off as they responded in a similar fashion to support our sister Cadet Battalion in the same situation.

Yours Sincerely

Kevin Connor

K J Connor
Colonel
Cadet Commandant
West Lowland Battalion Army Cadet Force
: