

# Exodus Holiday Evaluation Forms - Leader Notes & Briefing

We want to hear from as many customers as possible...

At the end of the trip, you should specifically talk to the group (see below) about the Exodus customer feedback process - known as the Holiday Evaluation Form.

Exodus needs your help to get as many customers as possible to complete the HEF - preferably within 2 weeks of the end of the trip.

To help with this, you should give each member of the group or couple a **HEF card**. This acts as a useful reminder to complete the survey, and gives instructions on how to request a HEF for those customers who have not given Exodus an email address.



Please complete the back of the HEF card with your name and the trip code before handing them out to the group.

By emphasising the importance of hearing customers' feedback to you personally, you can make a real difference to the number of responses received.

## HEF briefing notes for Leaders

Please use the below to explain the process to your group:

- Exodus' customer feedback survey is called the Holiday Evaluation Form.
- A unique link to the survey is sent to you via email - normally on the Friday before the trip ends.
- If you have not booked directly with Exodus (agent bookings or group bookings) - Exodus probably won't have your email address so you need to request a link to be sent to you - there is a special email address on the card for you to contact Exodus.
- Please do complete the survey. It is really important to me and my manager to see how well we are performing and to hear your comments on how we can improve what we do.
- Feedback for each trip is analysed 2 weeks after the trip has ended, and if you complete the survey within 2 weeks you will be entered into the monthly £500 Exodus voucher draw.
- Feedback given in the HEFs is for internal use only, and is not published on the Exodus website.
- As a separate process, Exodus also gives each customer the chance to leave a review of their trip on the Exodus website. There is a link to do this at the end of the HEF survey. But you will also be emailed a reminder within 2 weeks of the end of the trip, if you prefer to wait.