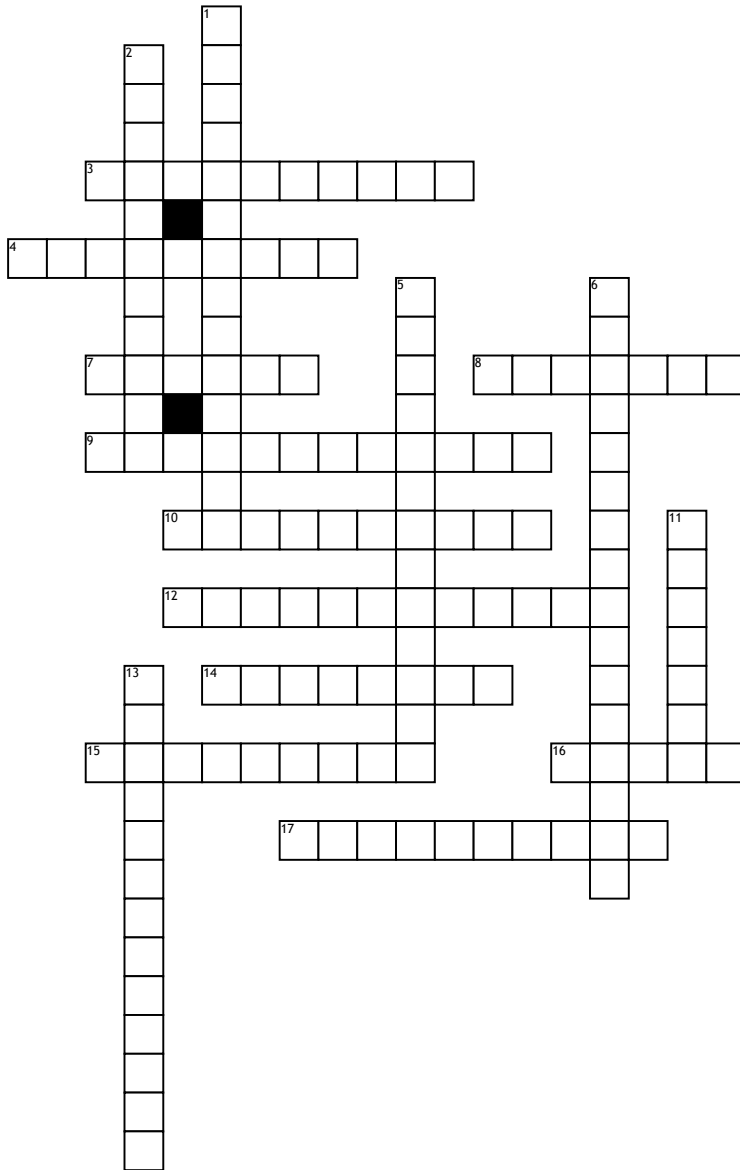


Name: _____

Customer service



Across

- 3. The Ansoff matrix
- 4. The history and daily living experiences with regards to quality and service delivery
- 7. Tax credits, energy tariffs and capital expenditure
- 8. Warm strong season
- 9. Designed by promotional companies

10. Customer service delivery method

12. Occupation, household size and family

14. The product life cycle

15. Movement of individuals to or from an area

16. The servqual model

17. Self confidence, dress code and body language

Down

1. Ports and marinas

2. Primary and secondary attractions, with amenities

5. Self catering and hotels

6. Ensuring confidence in a service or product, as well as suitability

11. When money is used on the needs of tourists

13. Temperate cold polar