

Customer experience analytics provide a useful insight into Butlins and Center Parcs

CX Battle of the brands

It is immediately clear from the Customer Experience Excellence rankings that Butlins is the stronger competitor, sitting comfortably in an impressive 14th place, with Center Parcs significantly lower down in 101st.



In 2013, Butlin's actually delivered the largest customer experience improvement across all measured UK brands, climbing 151 places thanks to The Butlin's Roadmap programme, which set out to create a new 'language' for the company culture, along with colleague-to-colleague training.

Attention to detail

In terms of the Six Pillars of Customer Experience Excellence, Butlins' greatest lead is in the pillar of personalisation, in which it scores an impressive 8.20. Many visitors have praised the attentive nature of the staff, with one customer stating: "They even arranged one year to help me get replacement medication when I left it at home..." They went on to say: "My parents were both disabled... and they were all marvellous at helping with them."

However, as the customer experience analytics demonstrate, Center Parcs scores significantly lower in this pillar. Some customers have expressed a feeling of not being "taken seriously" when reporting certain issues to staff members. Some have also experienced difficulty in getting any form of response out of the Center Parcs' team. Despite this, the staff members have been praised for the level of care and attention they've shown to disabled visitors.

Exceeding expectations

There is also a large gap between the brands in the pillar of expectation, with Butlin's scoring a very respectable 7.70 compared to Center Parcs' 7.11. One customer described Butlin's as "excellent and informative for booking," adding that they "even refunded because I booked another holiday on-site." Other customers have also praised the staff for the fun, yet professional, way in which they present themselves.

Center Parcs, on the other hand, has received criticism for its failure to meet expectations, with some customers stating that the accommodation did not meet an acceptable standard. Furthermore, some of the complaints in relation to these and other issues went unanswered, although one customer did receive a discount voucher for their next visit. Center Parcs' customer experience strategy does target affluent UK families, so it is perhaps unsurprising that its visitors expect a 'premium' quality from its apartments and cottages.

Customer experience analytics reveals a clear winner

It is clear from the Six Pillar System™ that Butlin's is offering a much more competitive customer experience at present. Center Parcs currently ranks in 101st place, and it will have to make significant changes to its strategy if it is to catch up with its rival.

