



## The Fish Philosophy

### **What is the Fish! Philosophy?**

The **Fish! Philosophy**, modeled after the Pike Place Fish Market, is a technique to make happy individuals alert and active in the workplace.

On a visit to Seattle in 1997, John Christensen, owner of ChartHouse Learning, observed fish sellers at Pike Place Fish Market, tossing trout and salmon through the air of the market providing high energy which energized many pedestrians passing by on their lunch breaks. They gave their complete attention to each customer and ensured each had an enjoyable visit.

Christensen noticed the actual work of selling fish was repetitive, cold and exhausting. It occurred to him that the fishmongers might not enjoy every part of their job, but they chose to bring joy to how they approached it. They also sold a lot of fish

**There are 4 main components of the philosophy;**

### **CHOOSE YOUR ATTITUDE**

Take responsibility for how you respond to what life throws at you and how your choice affects others. Ask yourself is my attitude helping my team or my customers today?

### **BE THERE**

Be engaging. Make the customer feel like he/she matters.

### **MAKE THEIR DAY**

Find ways to serve and delight people in a memorable and meaningful way.

### **PLAY**

Be creative and enthusiastic, enjoy what you do.



# JUNGLE MANIA VISION

**TO BE THE FIRST CHOICE PROVIDER OF SOFT PLAY ENTERTAINMENT.**

**TO PROVIDE AN ENJOYABLE EXPERIENCE FOR ALL.**

## **CUSTOMER SERVICE**

Excellent customer service is vitally important in any industry. At Jungle Mania it is the first opportunity our establishment gets to impress and create a lasting great impression on our customers. A happy satisfied customer is likely to return and/or tell others about the good experiences that they have had. Word of mouth recommendations are very valuable and account for a high percentage of our new customers that enter the centre.

**OUR AIM IS TO BE MEMORABLE FOR THE RIGHT REASONS.**

**WE HAVE INSTALLED VALUES FROM THE FISH PHILOSOPHY INTO OUR CUSTOMER SERVICE STANDARDS TO HELP ACHIEVE OUR AIM AND VISION.**

Regardless of the type of contact that you have with our customers, whether it is over the phone, face to face – entrance or the coffee bar good customer service skills are imperative.

Here at Jungle Mania we have 9 key factors that help us to achieve a high level of customer service and help us to be **memorable for the right reasons.**

SMILE  
MAKE THE CUSTOMER FEEL  
WELCOME  
LISTEN  
LEARN THE BUSINESS  
BE MEMORABLE

BE PRO-ACTIVE  
STAY VISIBLE, AVAILABLE AND  
APPROACHABLE  
GO THE EXTRA MILE  
A THANKYOU GOES A LONG WAY

