



be the difference

Participant Guide

Guest Experience Standards and Principles:

Standard: **Be Welcoming**

- Principles:
1. Provide a friendly greeting
 2. Make eye contact
 3. Smile

Standard: **Be Engaging**

- Principles:
1. Open the conversation (How may I help you?)
 2. Ask questions to understand their needs

Standard: **Be Knowledgeable**

- Principles:
1. Know your environment (ATM? Restrooms?)
 2. Know your guest
 3. Know your product

Standard: **Be the Solution**

- Principles:
1. Moment of truth
 2. Show you care
 3. Be empowered (L.A.S.T.)

Standard: **Be Part of the Experience**

- Principles:
1. Be sincere
 2. Thank the guest
 3. Help make a memory

The LAST* Technique: **L**isten
 Apologize
 Solve
 Thank

*LAST is a TM of Media Partners, Seattle, WA

Measurement: There are 3 sources for guest experience measuring.

1. Guest Surveys
2. From CONNECT: Guests and Employees
3. Mystery Shoppers

Your Commitment:

Customers don't visit our venues for just a great game or entertaining show, an exciting business convention, or a once in a lifetime vacation. Their experience depends on a flawless execution of everything they see, hear, feel, and taste from the moment they arrive in our venue. You will be able to impact the guest experience by focusing on acting as a host; treating customers as you'd want to be treated; and being the difference!

What is your personal commitment to being the difference?