

Customer Service in the Amusement Industry

Amusement Expo
February 28th, 2011



SEAWORLD PARKS & ENTERTAINMENT





Doug Stagner



- 27 years of experience with SeaWorld Parks & Entertainment
- Vice President of Operations, SeaWorld San Antonio and Busch Gardens Williamsburg
- Development Team - Worlds of Discovery Dubai
- Report to Chief Operating Officer, Director of Operations for all 10 parks

- Over 10 years of service to IAAPA and it's members
- Chair of IAAPA Education Committee

Agenda



- Service metrics at SeaWorld Parks & Entertainment
- Data
- Standards and best practices
- Keys to success

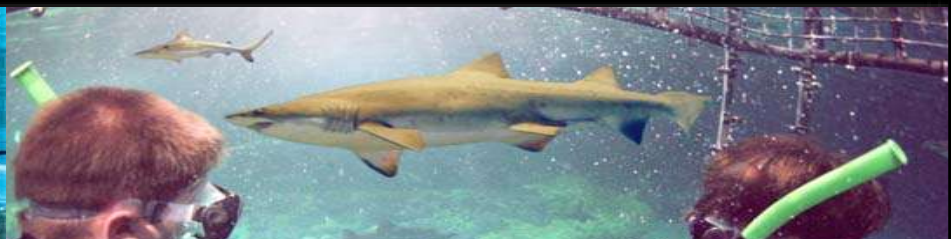
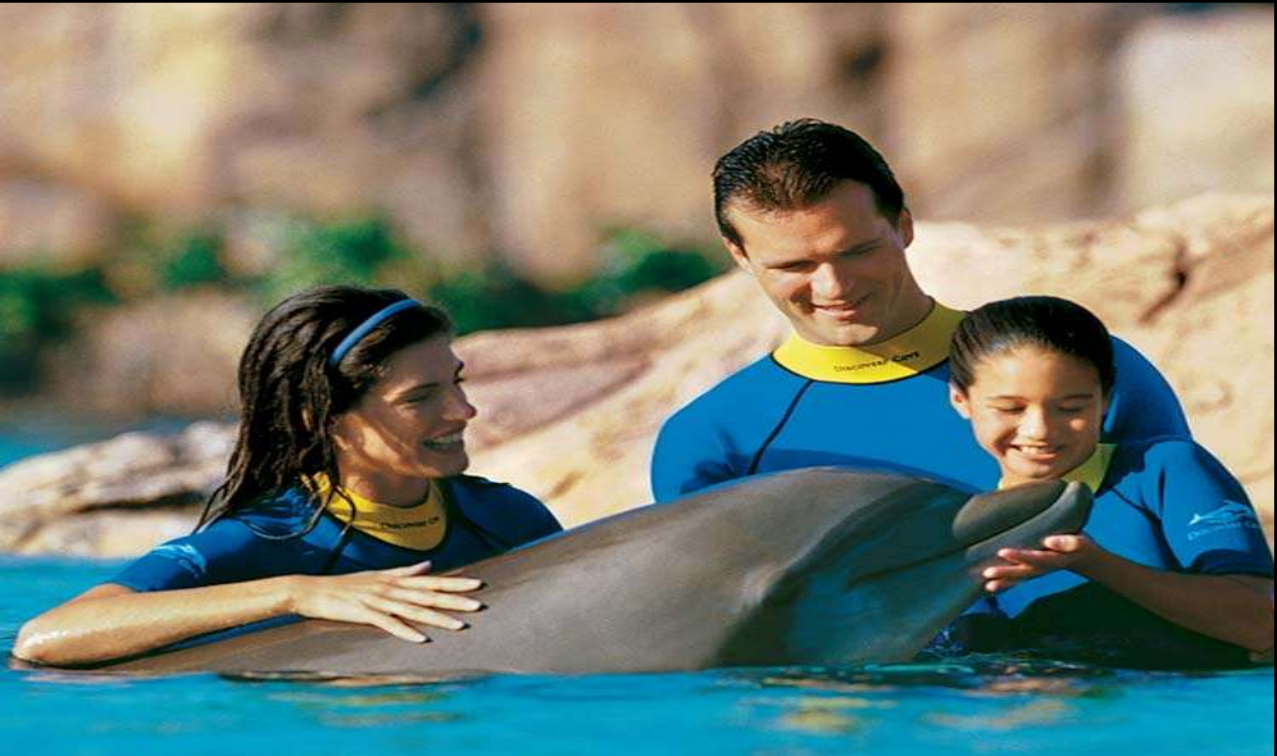
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- 10 Family Oriented Parks across the United States
- 20+ Million Guests Annually
- Year round and seasonal operations
- Largest Animal collection in the world





The business of fun

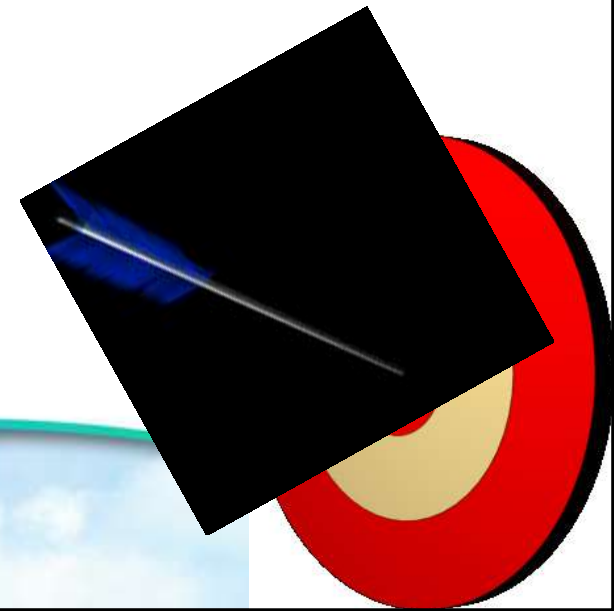


It's about creating memories

Service Metrics



- 50 guest survey daily at each park
- Self administered via tablet pc's near park exit
- Quantitative – 1 to 5 scale (poor to excellent)
- Qualitative – open ended verbatim comments
- Weekly and month scorecard



Service Quality Scorecard

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Monthly Guest Satisfaction Ratings

% Excellent
January 2011

SeaWorld Parks			Busch Gardens Parks		Sesame Place	Water Parks			Discovery Cove	SEA
SeaWorld Florida	SeaWorld Texas	SeaWorld California	Busch Gardens Tampa	Busch Gardens Williamsburg		Aquatica	Adventure Island	Water Country U.S.A.		

Key Metrics

Overall Satisfaction: Merchandise				Overall Satisfaction: Culinary				Speed of Attraction Lines				Courtesy of Employees				Cleanliness of Park				Arrival / Park Entry Process				Satisfaction Relative to Total Cost				Overall Satisfaction											
Month % Excellent				Month % Excellent				Month % Excellent				Month % Excellent				Month % Excellent				Month % Excellent				Month % Excellent				Month % Excellent				Month % Excellent							
YTD % Excellent				YTD % Excellent				YTD % Excellent				YTD % Excellent				YTD % Excellent				YTD % Excellent				YTD % Excellent				YTD % Excellent				YTD % Excellent				YTD % Excellent			
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Data



- Employee surveys are important too
- Numbers are key, but only part of the recipe
- Survey results are directional – comments, conversations, and feedback are actionable
- Use qualitative data to reinforce what the quantitative is telling you
- Identify 3 – 5 credible qualitative data sources (internal and external), and monitor them regularly

Standards and Best Practices




- The best service standard is... YOU!
 - How do you measure up to expectations?
- Do you ask your employees to do anything you haven't or won't do yourself?
 - How often do you work along side your front line team members?
- Do you listen to and more importantly act upon what your employees and guests are telling you?

Keys to Success

- There's no substitute for being out in the field – *“boots on the ground”*
 - It's what you do and how you do it that makes the difference
- Balance book smart with street smarts – *“Do your homework but trust your gut”*
 - Act with purpose and forethought; don't react
- Make a commitment to make a difference



212




- At 211 degrees, water is hot.
- At 212 degrees, it boils.
- And with boiling water comes steam.
- And Steam can power a locomotive.
- And the one extra degree in business and life... separates the good from the great!

Dialogue



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