IAAPA 2015, Orlando, FL. Room: S330AB
Monday, November 16, 2015
9:00 AM - 10:15 AM

7 Star Guest Service: Turn Every Guest into a Fan

Presented by Ruby Newell-Legner, Certified Speaking Professional Fan Experience Expert

7STAR SERVICE — Turn Every Customer Into a FAN

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Ruby Newell-Legner, CSP

- 20 yrs. as a professional speaker
- More than 2300 presentations in 11 countries
- President – National Speakers Association 2015-2016

Clients include:
- Apple, Johnson and Johnson, GE
- 27 Professional Sports Teams and 100 sports and entertainment venues
- 26 Leisure Facilities in the United Arab Emirates
- 350 park and recreation agencies
- 19 Theme Parks in North America
- Facilities hosting Super Bowl XLI, the 2008 & 2013 Grey Cup, the US Open (tennis) and the 2010 Olympics

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"7 Star Service begins by inviting your staff to be part of the experience." - Ruby

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Disclaimer

Turning Every Guest into A FAN

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Dubai, United Arab Emirates

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What can we learn from Jumeirah that will help us offer 7 Star Guest Service?

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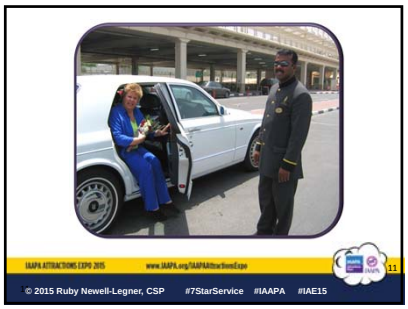

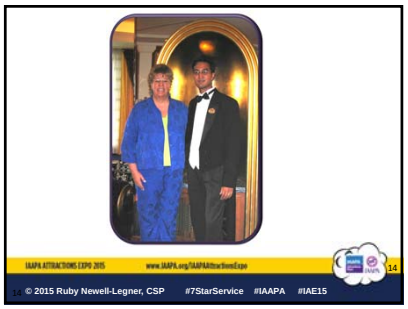

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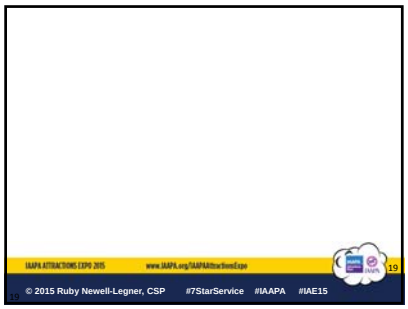

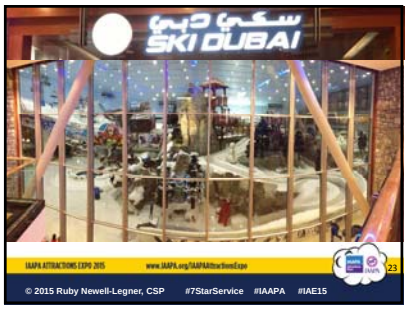

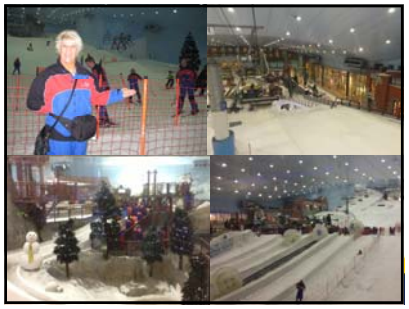

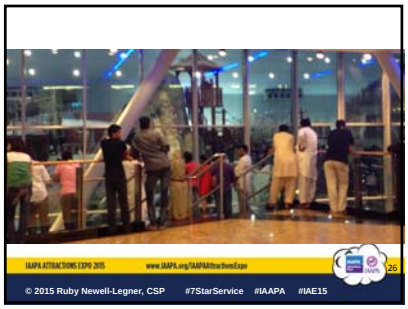

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Star #2

★Understand Your Customers

MAJID AL FUTTAIM LEISURE & ENTERTAINMENT ماجد الفطيم للتسلية والترفيه

Invest time and effort into understanding the nature of your customers, their unique needs and expectations.

magic planet
a rewarding adventure

Magic Planet is a leading Family Entertainment Center within the Middle East

★Lots of rides, games and attractions.
★There are 18 Magic Planets across the region.

Advanced edutainment centers where children are the key players

Soccer Circus Planet
Ballal Bowling LANES & LOUNGE
little explorers

little explorers

★5 Zones
- I Discover Myself
- I Can Do
- I Locate Myself
- All Together
- I Experiment Myself

★What do you know about YOUR customers?

Things to Know About Your Customers

They want:

★to feel important
★accurate information in a hurry
★a special experience

Star #3

★Clarify Your Expectations

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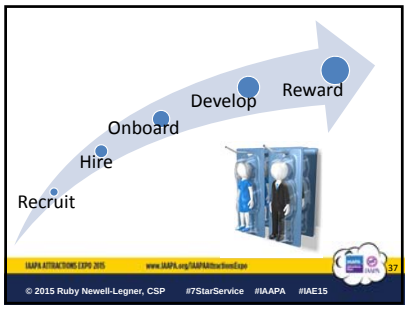

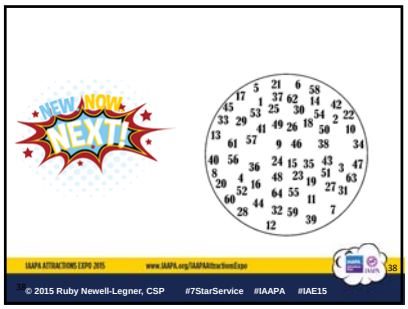

Circle Number Activity

- In groups of two, gather around your circle of numbers.
- The object of the game is to have a team member physically touch each number in order.
- Each team must sequentially go through the numbers by using all your team members.
- See what number you can get to in 20 seconds.
- The person with the closest birth date starts the activity.

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Circle Number Activity

- Let's try it with 4 people
- Take one minute to strategize before we start.
- Try to get to a higher number this time. Still 20 seconds.

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Circle Number Activity

- Before we try it again, is there anything that might help the larger group if they knew this one thing?
- Who would like to share?

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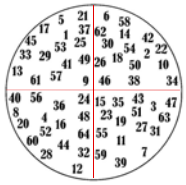

Circle Number Activity

- Let's try it one more time to see how that strategy helped

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Circle Number Activity Discussion

1. What specifically did Ruby do to make that activity go smoothly?
2. What did you learn that will help us create a 7 Star Service Culture?

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Star #4

★Develop Cycles of Service™ and Standards for each Cycle of Service™

★Going through the process of analysis builds an awareness of the bigger picture

Tampa Bay Lightning Jersey Distribution

10,000 Jerseys

Example of a COS™

Steps in the Cycle from the fan's perspective	Measurable Standards (used to clearly define the expectations for the staff on how each step is to be accomplished)
Receive invitation to pick out jersey	Invitation to pick up jersey: • Sent 3 weeks in advance • Includes specific instructions of where to park, paperwork to be completed in advance, what to bring and how long it should take.

Star #5

★Lead for Exceptional Experiences

What are you most proud of as a leader?

Rick Pych,
President of Business Operations for Spurs Sports & Entertainment

"We created an environment where people were happy to come to work."

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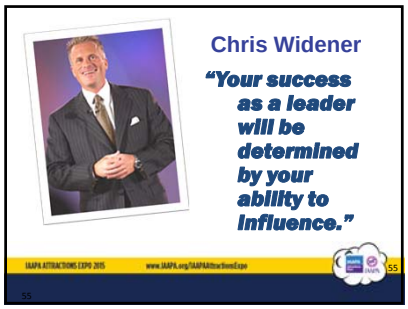

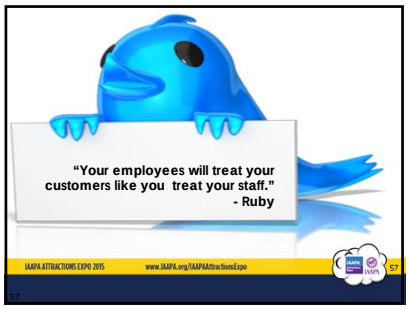

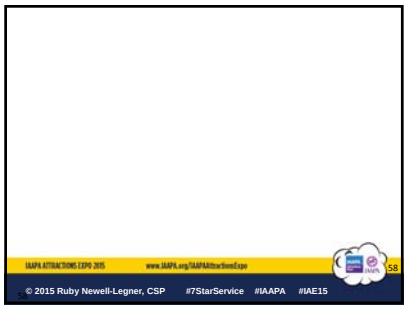

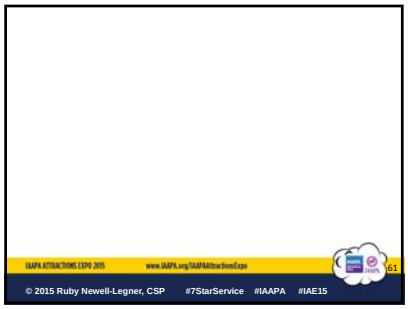

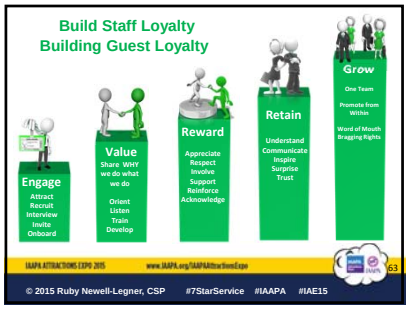

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Success Factors of Recognition and Reward

- Make it an experience
- Include groups of employees and fans in the design of programs
- Offer opportunity and education as a form of reward
- Make all programs and rewards authentic and as personal
- Communicate internally and externally about the purpose and process of any reward program
- Make the programs part of the culture

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Bonus Handout

★Complete your evaluation forms to receive your Bonus Handout

Orientation Planning Checklist

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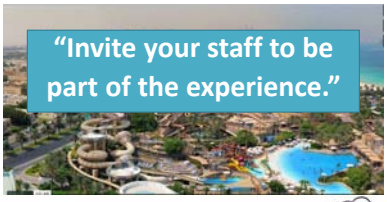
There is a Science to 7 Star Service



"Invite your staff to be part of the experience."

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