

Strategies to Craft a 360° Guest Experience

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Craft Your 360 Guest Experience Strategy

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What is Guest Experience?

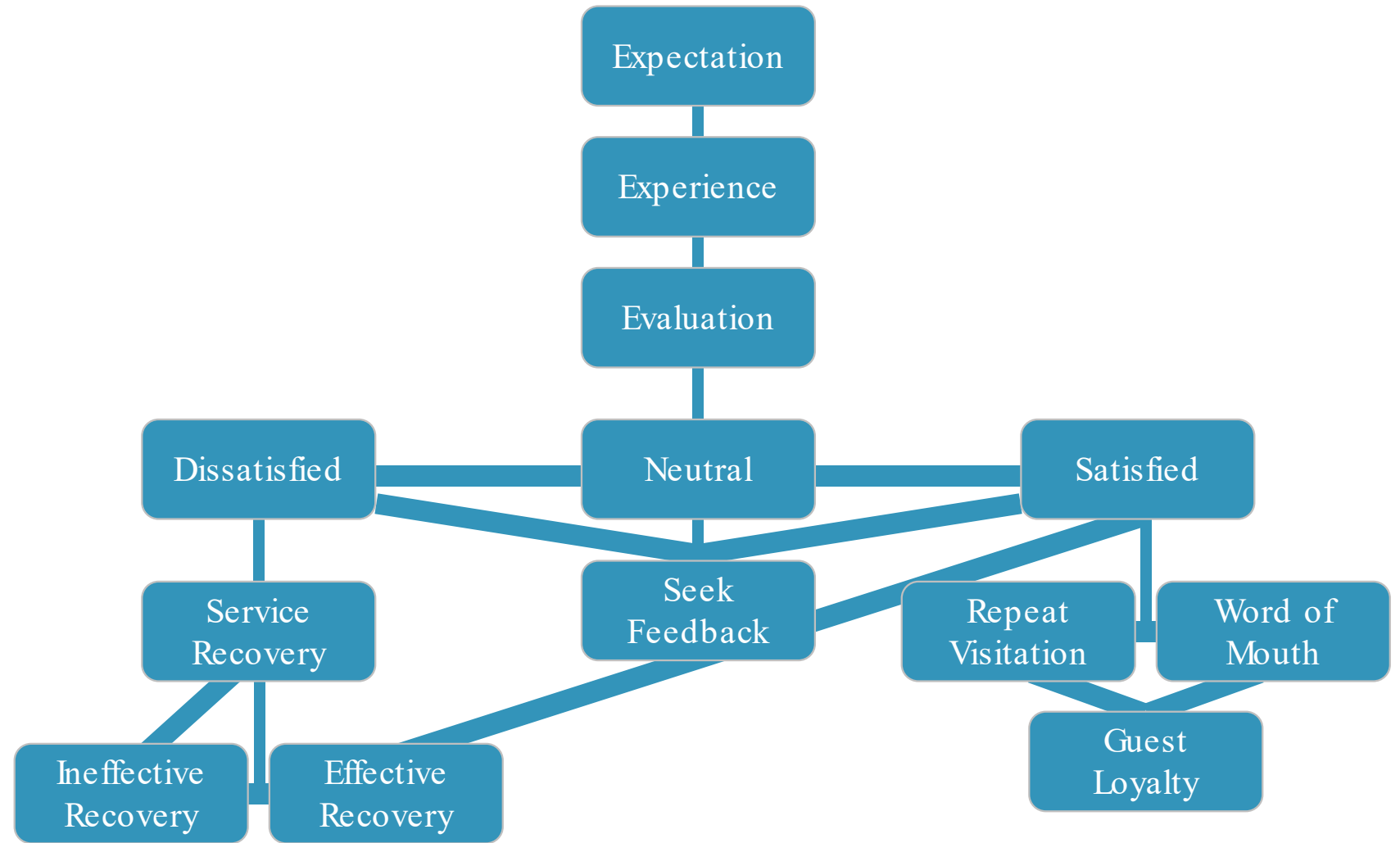
The carefully crafted process of taking a first-time visitor to lifelong loyal advocate

First time visitor



Lifelong loyal advocate

What is Guest Experience?





Service

Recovery

Communications

Feedback

Spending

Loyalty

Guest Experience Strategy

*A key component of your business strategy that connects intangible elements – such as **guest service and satisfaction** – with critical metrics such as **attendance, per capita spending, and lifetime value**.*

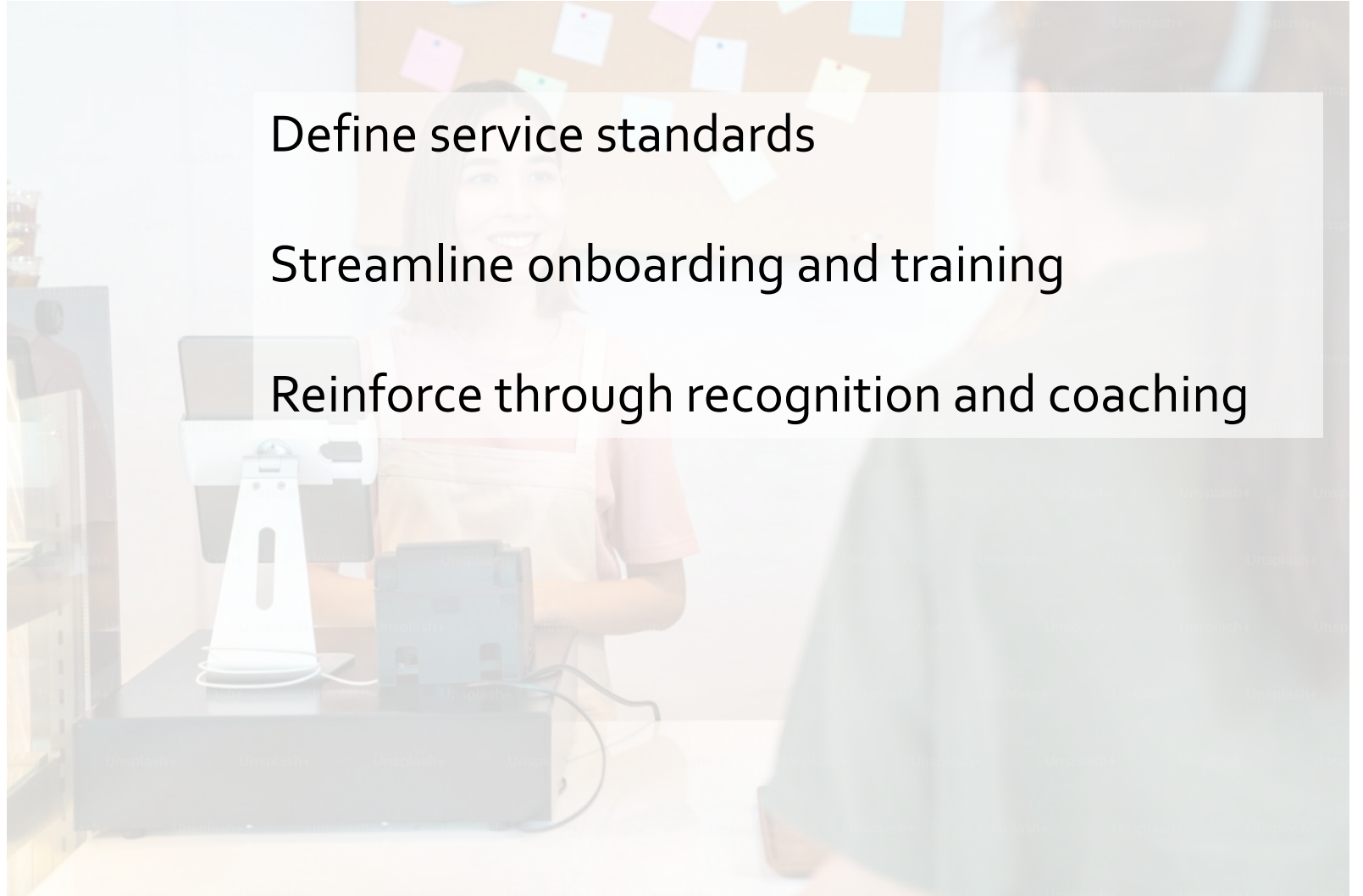
Service

Guest Service Strategy

Define service standards

Streamline onboarding and training

Reinforce through recognition and coaching



Service

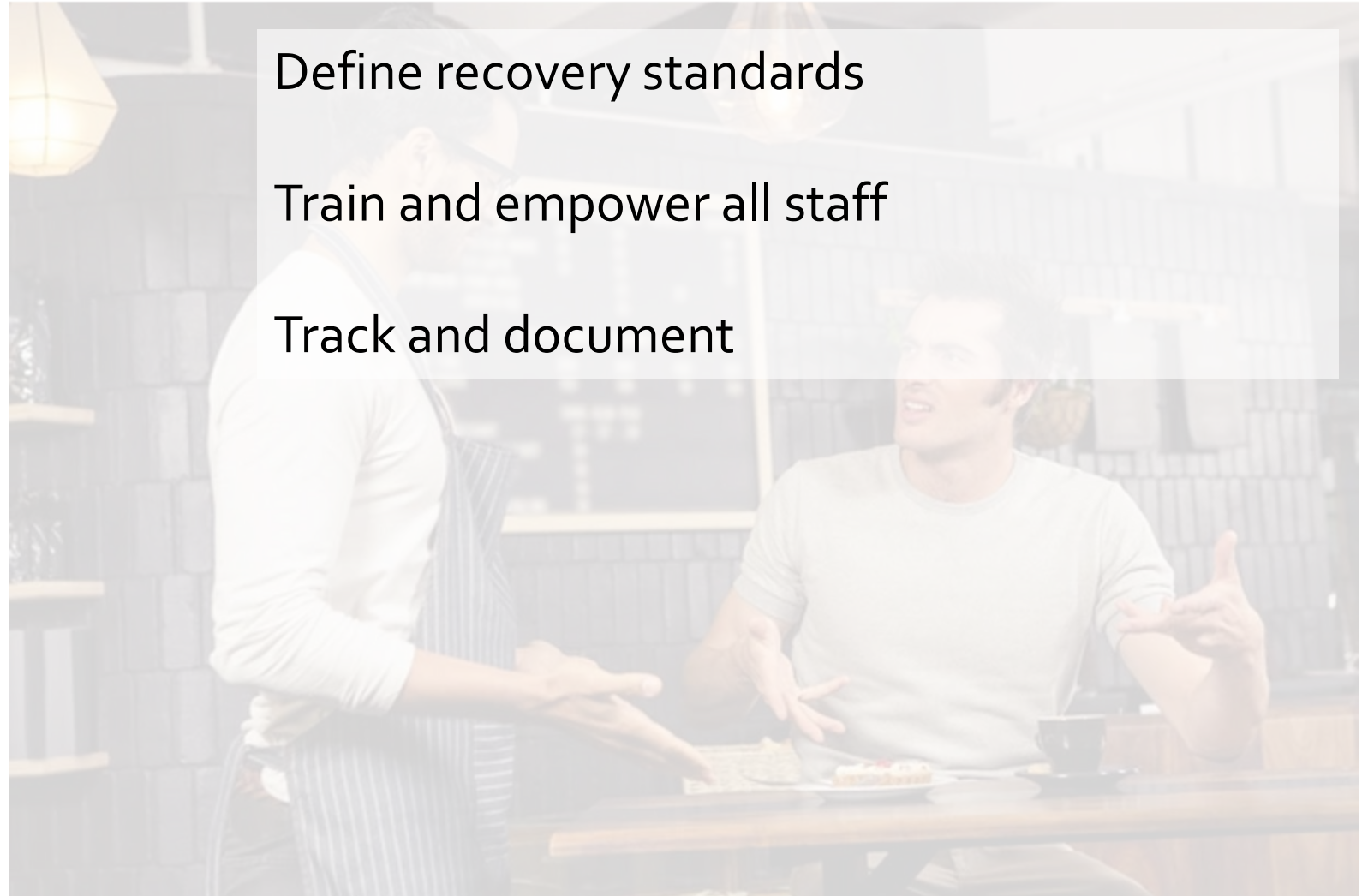
Recovery

Guest Recovery Strategy

Define recovery standards

Train and empower all staff

Track and document



Guest Communications Strategy

Service

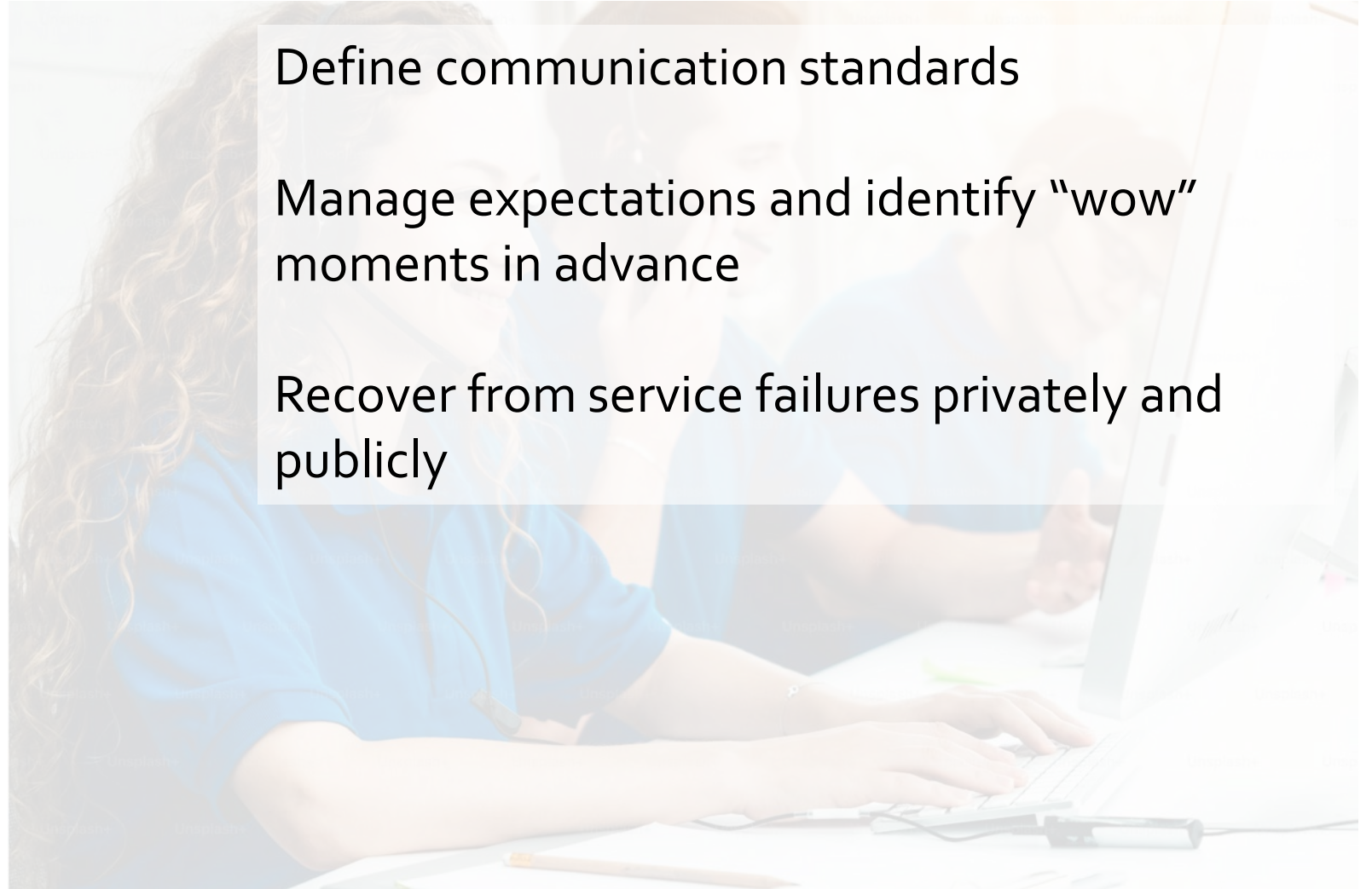
Recovery

Communications

Define communication standards

Manage expectations and identify “wow” moments in advance

Recover from service failures privately and publicly



Service

Recovery

Communications

Feedback

Guest Feedback Strategy

Aggregate and regularly review guest feedback from the 4 pillars:

- 1) Internal feedback
- 2) Internal surveys
- 3) Public feedback
- 4) Mystery shops

Solve for the perception, not the opposite of the problem

Optimize your feedback loop

Service

Recovery

Communications

Feedback

Spending

Guest Spending Strategy

Correlate guest spending with guest satisfaction

Create premium enhancements through the lens of the guest (without compromising the standard experience)

Eliminate upselling through a conversational approach

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Guest Loyalty Strategy

Segment promoters from detractors

Activate promoters

Recognize your most loyal guests



What's Your
Dream
Review?



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COMING UP NEXT!

General Session #6 2:45pm

***Conference Keynote Address
“Power Up Your Leadership”***

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