

# GUEST EXPERIENCE

Identifying and following-up with First-Time Guests and how to build effective teams that serve them.

*Strategy*





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**TY SPINELLA & KIM WARREN**

- **What are ways we identify First Time Guests?**
- **What is our follow-up process?**



*FAQs*

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## PROCESSES

How We Identify First Time Guests & Our Follow-up Process

- Plan Your Visit
- Connection Cards
- Guest Team & Kids Check-In Team
- Welcome Bags
- Follow-Up

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## BUILDING EFFECTIVE GUEST EXPERIENCE TEAMS

How we build effective teams that serve First Time Guests well

- Recruiting & Onboarding Volunteers
  - 5 Steps: Identify, Recruit, Place, First Serve, Onboarding
- Recruiting & Empowering Team Leads
  - 3 Steps: Observe, Cast Vision, Empower
  - **Empower**
    - Care
    - Celebrate
    - Communicate
    - Clarify
    - Coach

*"Navy Seals"  
Best Connectors.*