



ENHANCING CUSTOMER EXPERIENCES

June 6, 2019

South Dakota

SD DEPARTMENT OF TOURISM



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ENHANCING THE VISITOR EXPERIENCE

- The Importance of Good Service
- Before They Arrive
- When they Arrive
- When they Return Home
- Wrap Up and Questions

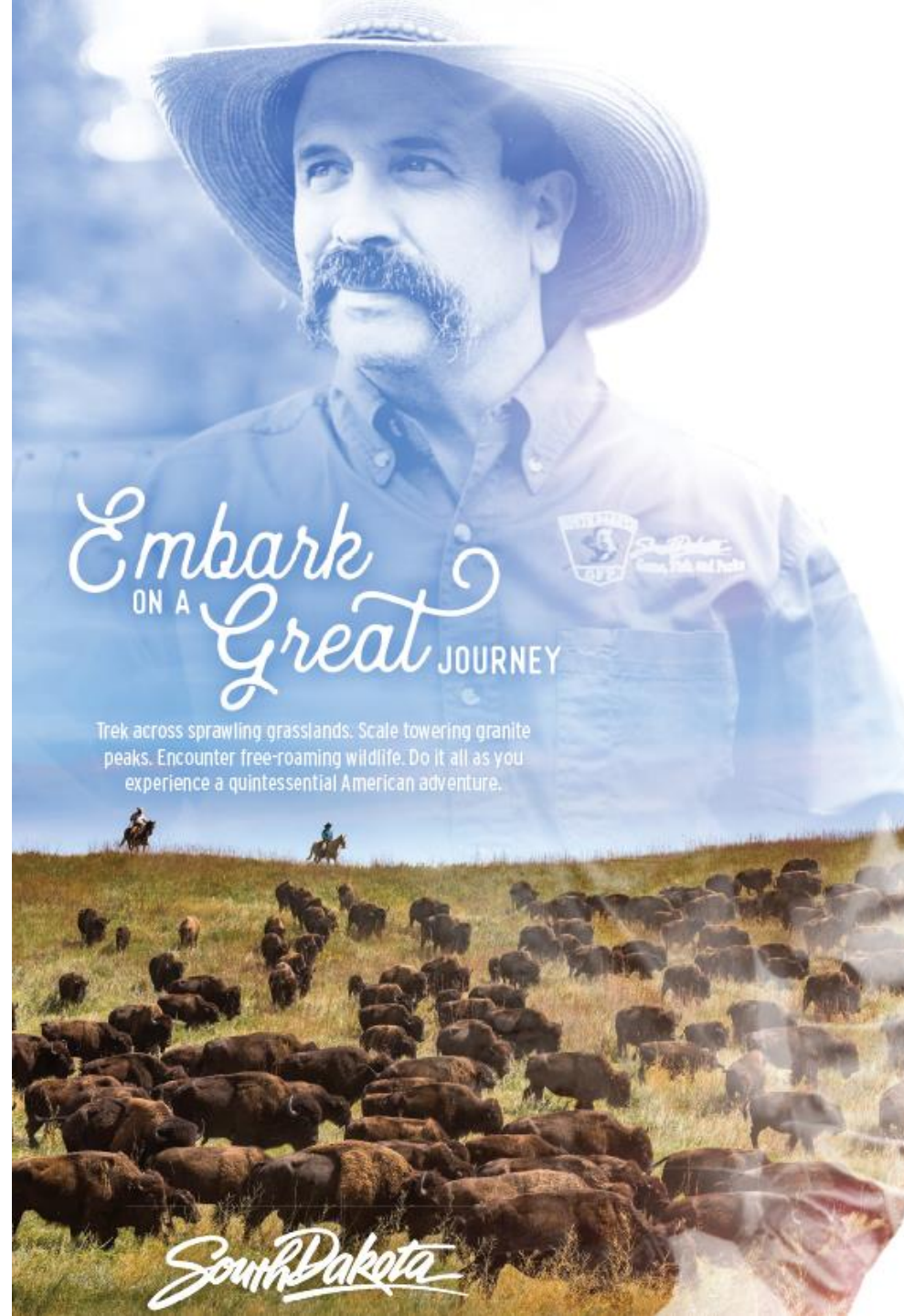
A woman in traditional Native American regalia, including a green cape and a beaded necklace, stands in a grassy field at sunset. The sun is low on the horizon, creating a warm glow and lens flare. The sky is filled with colorful clouds. The woman is positioned on the left side of the frame, looking towards the camera.

OUR MISSION

We work to maximize Tourism's impact on South Dakota's economy by increasing domestic and international travel to our state.

South Dakota

Great FACES GREAT Places



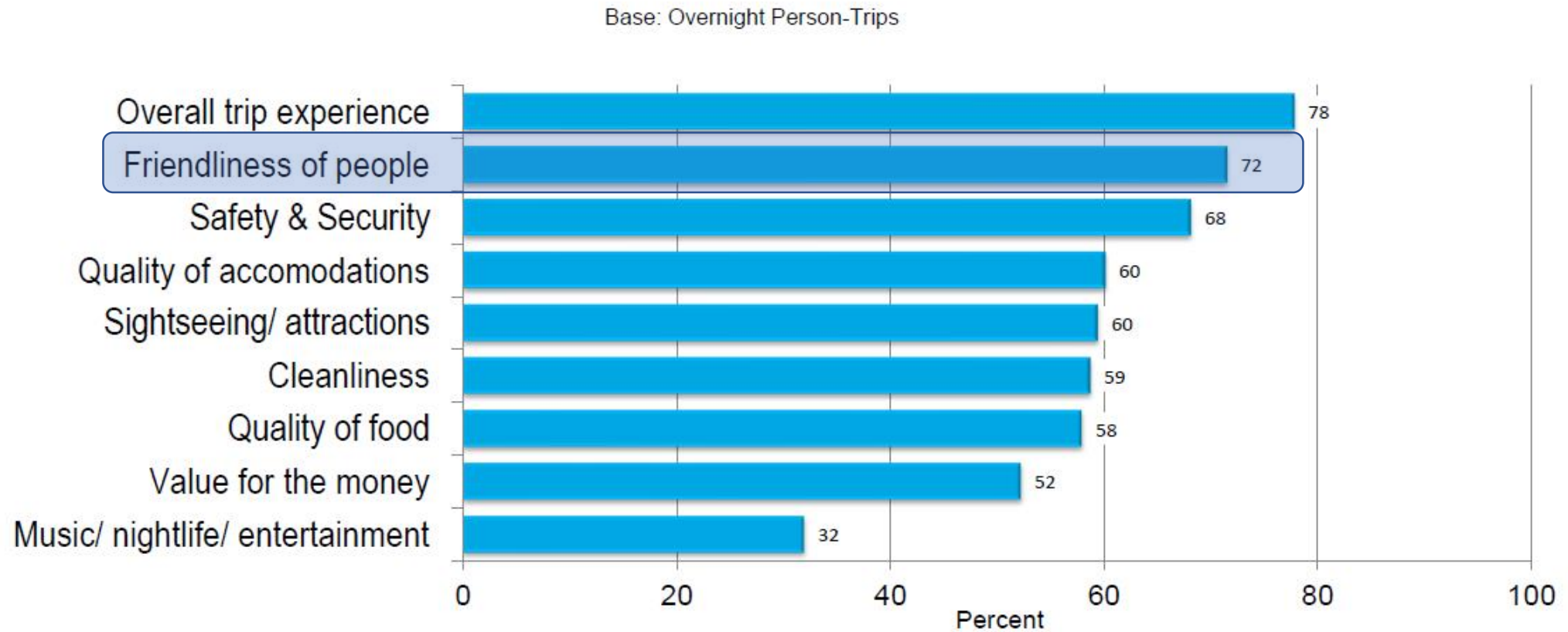
Embark
ON A Great JOURNEY

Trek across sprawling grasslands. Scale towering granite peaks. Encounter free-roaming wildlife. Do it all as you experience a quintessential American adventure.

South Dakota

WHY IS GOOD SERVICE IMPORTANT?

% Very Satisfied with Trip



Repeat Trips to SD 81%

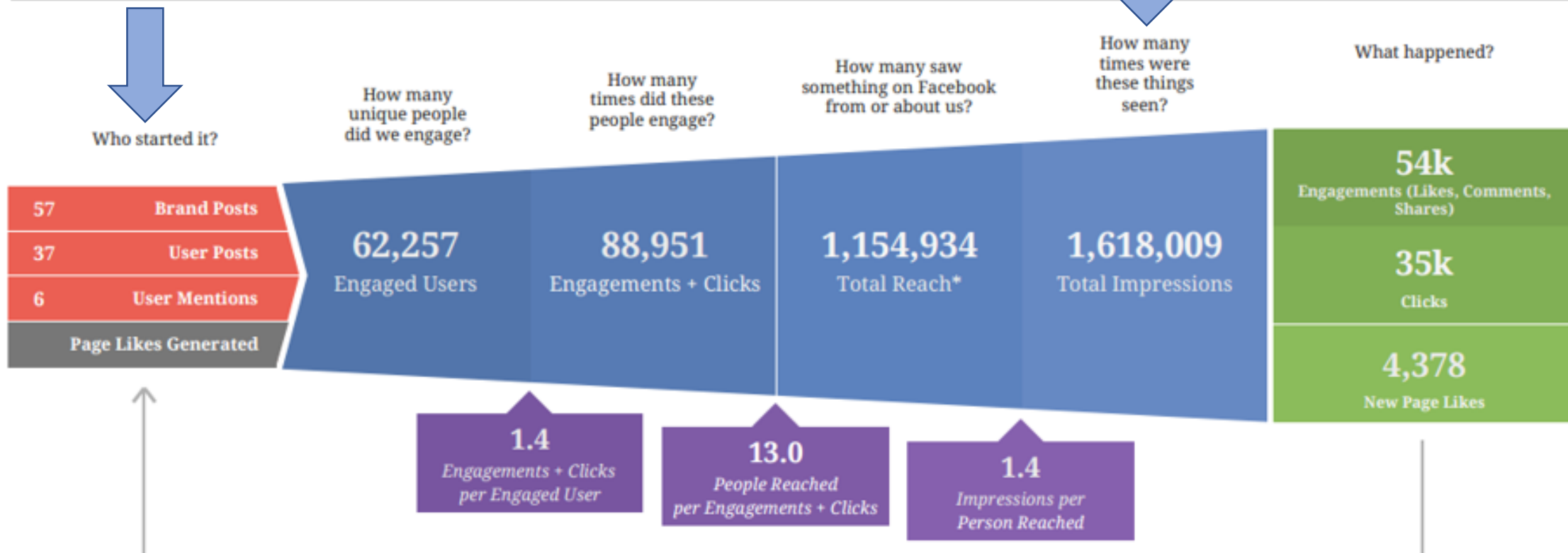


**News of
bad
service
reaches
twice as
many ears
as good
service.**



FACEBOOK AMPLIFICATION

Facebook Engagement Megaphone: South Dakota Tourism



**Numbers will differ from Facebook Insights. The sum of daily Reach is provided for directional purposes. Facebook only provides this metric as a 1, 7 or 28 day trailing figure.*



55% of travelers'
destination
choices
significantly
influenced by
word-of-mouth

A photograph of two women sitting at a wooden table in a bright, modern office or cafe. The woman on the left, with dark hair tied back, is smiling and looking at a document. The woman on the right, with blonde wavy hair, is leaning over the table, holding a blue pen and writing on the document. The background is blurred, showing shelves with various items. The word "LOYALTY" is overlaid in large white letters.

LOYALTY

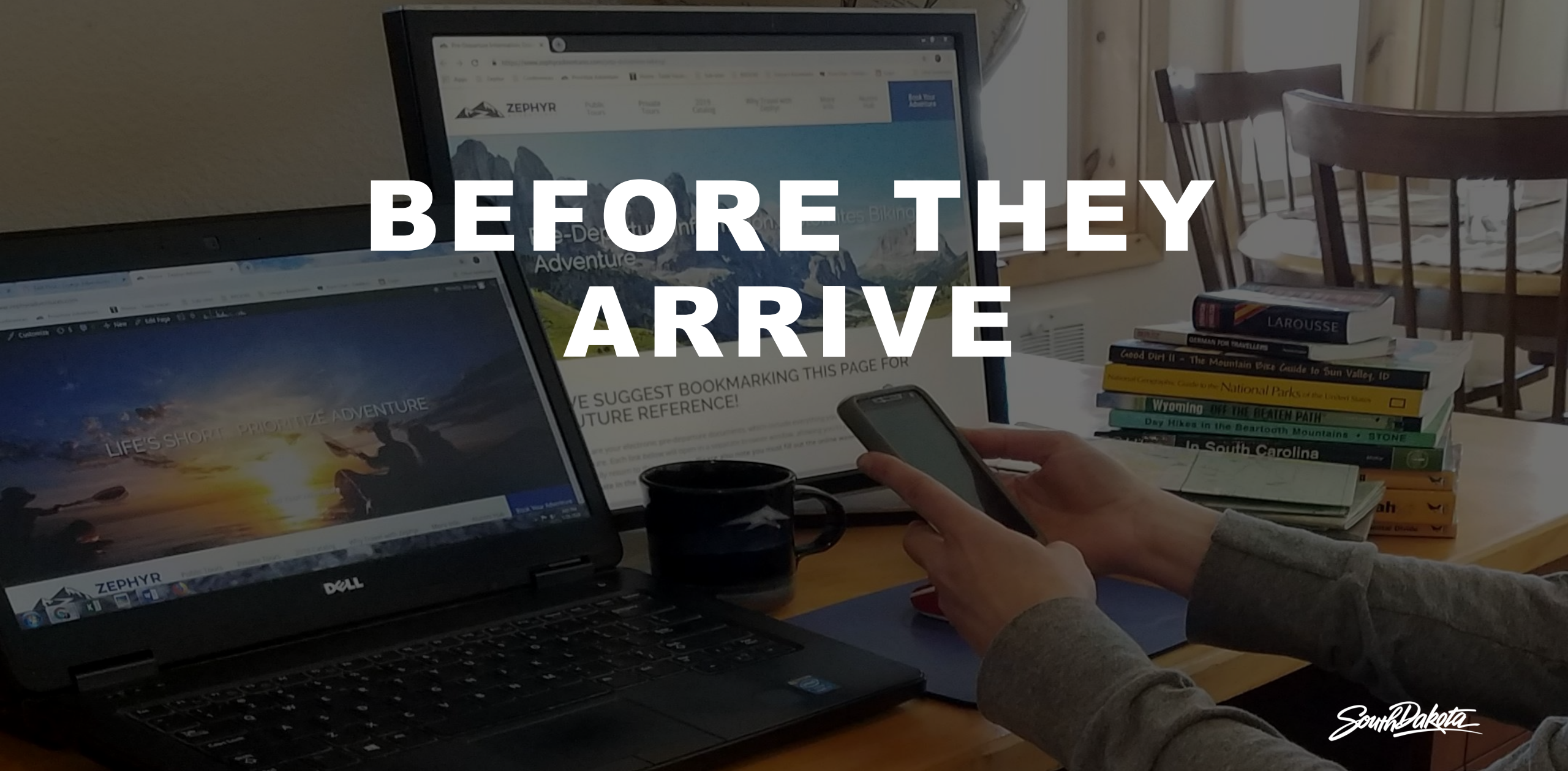
Loyalty is something very difficult to define but you know it when you see it...and it can make or break your business.

HOW TO BUILD LOYALTY?

“You cannot improve one thing by 1000% but you can improve 1000 little things by 1%.”

———— Jan Carlzon ————
President of Scandinavian Airlines

BEFORE THEY ARRIVE

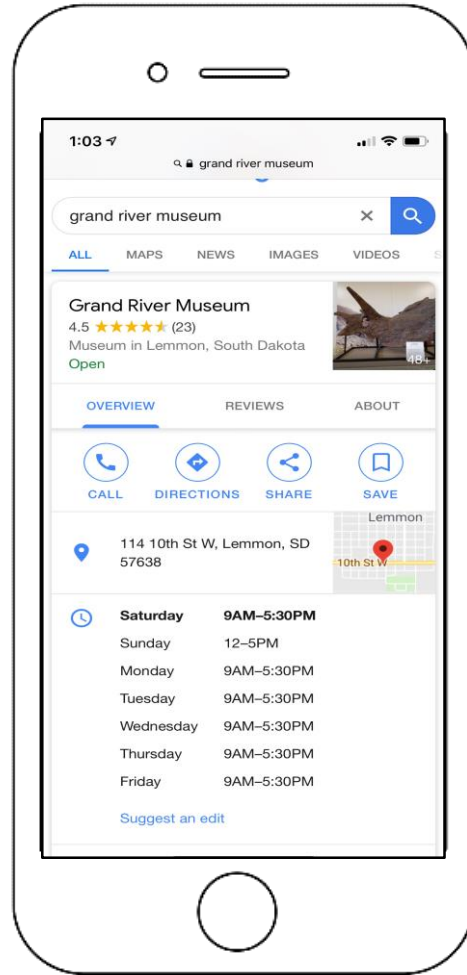


The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) against a dark gray background.

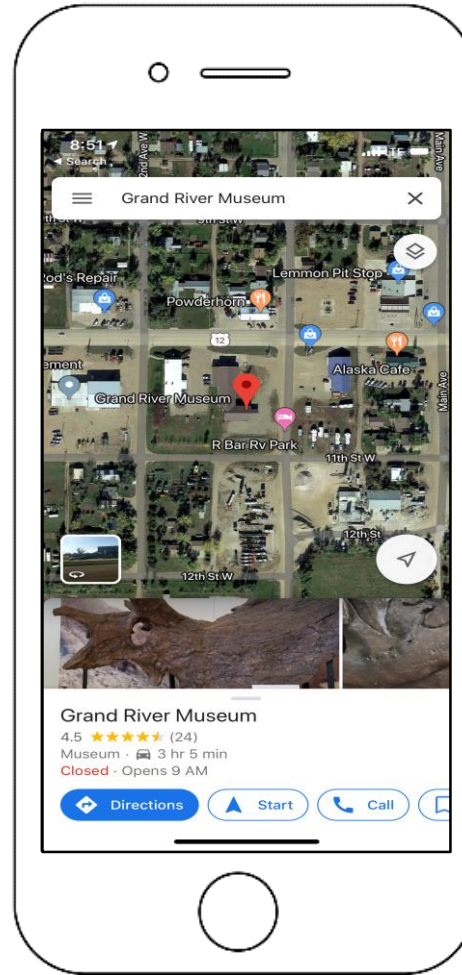
74,828

Google searches every second. That's 4.5 million per minute. By the time this webinar is over the number will be over 269 million searches.

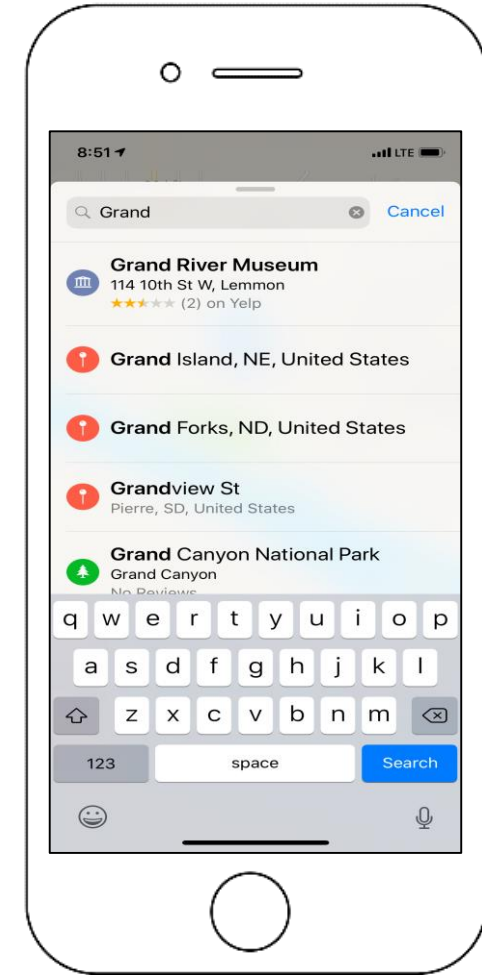
SEARCH YOUR BUSINESS



**Google
MyBusiness**



Google Maps



Apple Maps

Tested on: 15 Mar 2018 at 09:22

Page is mobile-friendly

This page is easy to use on a mobile device



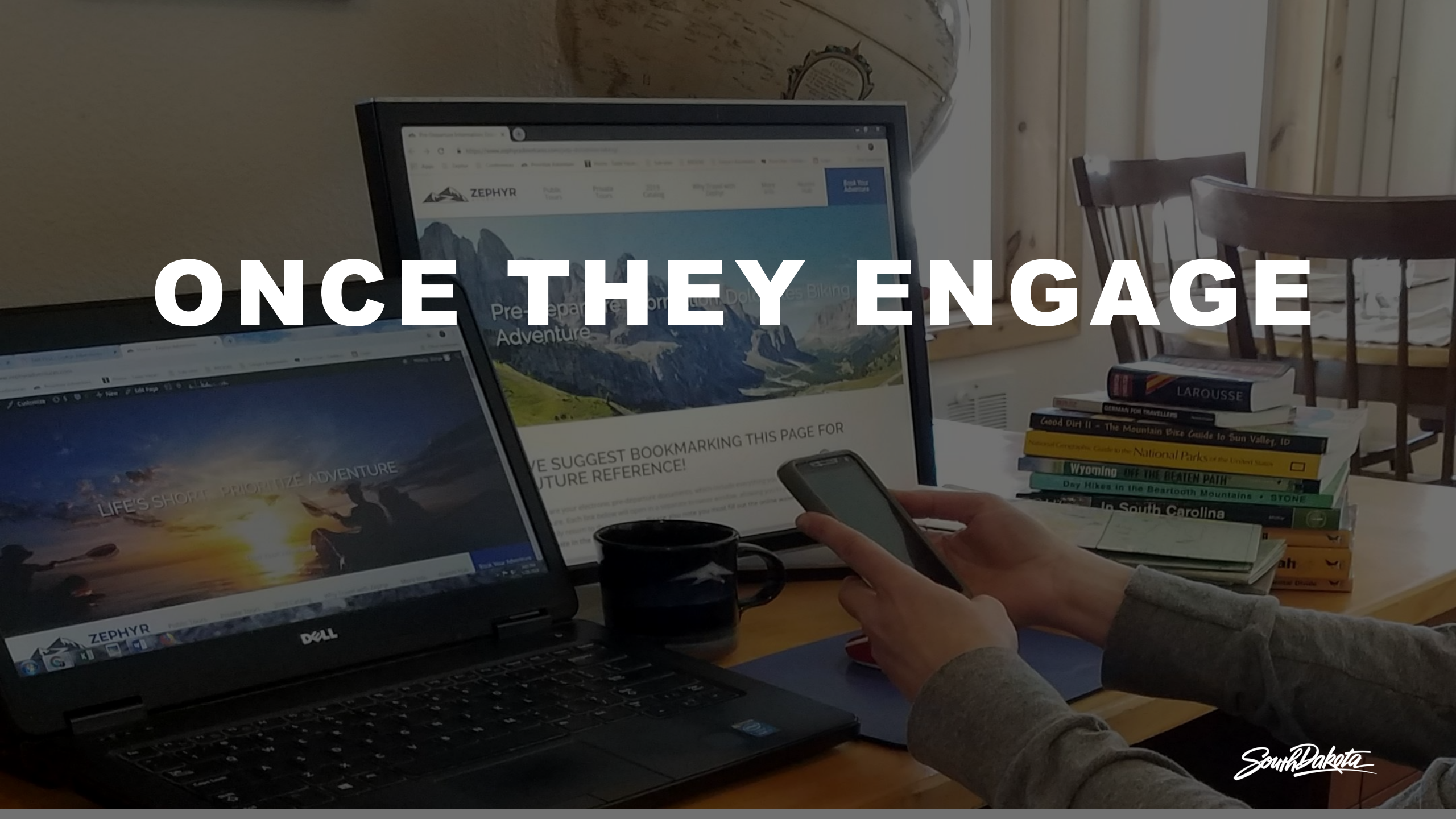
[SUBMIT TO GOOGLE](#)

Additional resources

- [Open site-wide mobile usability report](#)
- [Find out more about mobile-friendly pages](#)
- [Post comments or questions to our discussion group](#)

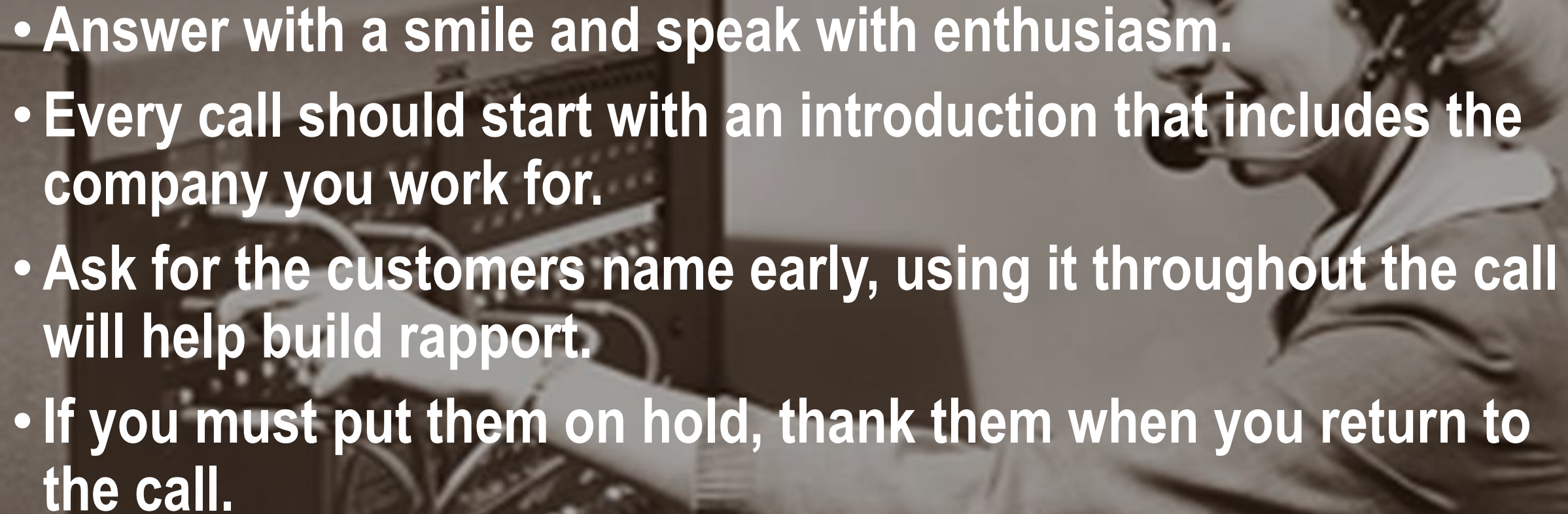


ONCE THEY ENGAGE



South Dakota

TELEPHONE ETIQUETTE

- Answer with a smile and speak with enthusiasm.
 - Every call should start with an introduction that includes the company you work for.
 - Ask for the customers name early, using it throughout the call will help build rapport.
 - If you must put them on hold, thank them when you return to the call.
- 
- A grayscale photograph of a woman in a call center. She is wearing a headset with a microphone and is smiling while talking on a phone. She is sitting at a desk with a computer monitor and keyboard. The image is slightly blurred and has a dark, moody tone.

EMAIL BEST PRACTICES

- Avoid shorthand expressions and slang.
- Get to the point of your message quickly.
- Avoid the use of all capital letters.
- Re-read your message and use spell check before you send.

PREPARE FOR VISITOR QUESTIONS

- Weather?
- Community events?
- Transportation during their stay?
- Directions about where they should park?
- Restroom locations?

WHEN THEY ARRIVE



South Dakota

WELCOME SIGNS



WAY FINDING AND SIGNAGE



BUSINESS ENTRANCES



Swiftel Center

MAIN STREET BEAUTIFICATION



WHAT DO YOUR CLOTHES SAY ABOUT YOU?

- Dress right for the job you are doing.
- Don't wear clothes with wrinkles.
- Wear clothes that fit. Clothes that are too loose can get in your way. Clothes that are too tight may restrict your movement while working.

PERSONAL HYGIENE



GROUNDS & FACILITIES WELL MAINTAINED?

- Parking lot free of garbage.
- Flower pots and greenery.
- Benches and welcome signs well maintained
- Clean restrooms

*It doesn't matter if
you're selling a product
or waiting tables, the
first impression is
determined by your
ability to quickly
establish a relationship
with the customer.*



THE WORST WORDS OF SERVICE

WAIT

**“THAT”’S
NOT OUR
POLICY”**

BUSY

SORRY

OOPS



KNOWING YOUR CUSTOMER

Knowing your customer is the key to connecting with them. Use this valuable information to put their interests and preferences first and they'll love you for it.

Making the Connection

- Personalize whenever possible
- Try saying your customer's name if you know it.
- If you've met them before, shake their hand.
- Comment on their kids if they are with them.



PRODUCT KNOWLEDGE



- Know what you are selling, if you have availability, and overall knowledge of the product.
- Explain the product thoroughly to guests.

COMMUNITY KNOWLEDGE

Know what there is to do in your community, region and state. If you are new to the area, make sure to familiarize yourself and have an answer ready.

A man with dark hair, wearing a dark suit, white shirt, and blue tie, stands with his arms crossed against a grey background. The image is semi-transparent, serving as a backdrop for the text.

BODY LANGUAGE

IT'S NOT JUST WHAT YOU SAY

Nonverbal
55%

Tone of Voice
38%

What You Said
7%

IT'S HOW YOU SAY IT...

BODY LANGUAGE



- Follow the customers lead of physical space.
- Lean forward as the customer is speaking.
- Remain open in your stance, don't hunch your shoulders and cross your arms.
- Make eye contact.

SPEAKING WITH ENTHUSIASM

➤ We show enthusiasm through facial expression and tone of voice.

➤ Be expressive even if you don't feel it.



EFFECTIVE QUESTIONING

- Show Interest
- Control conversation
- Obtain facts and information
- Promote conversation



Listen. Really Listen.

Don't listen to be prepared for the next thing you are going to say....listen to understand.

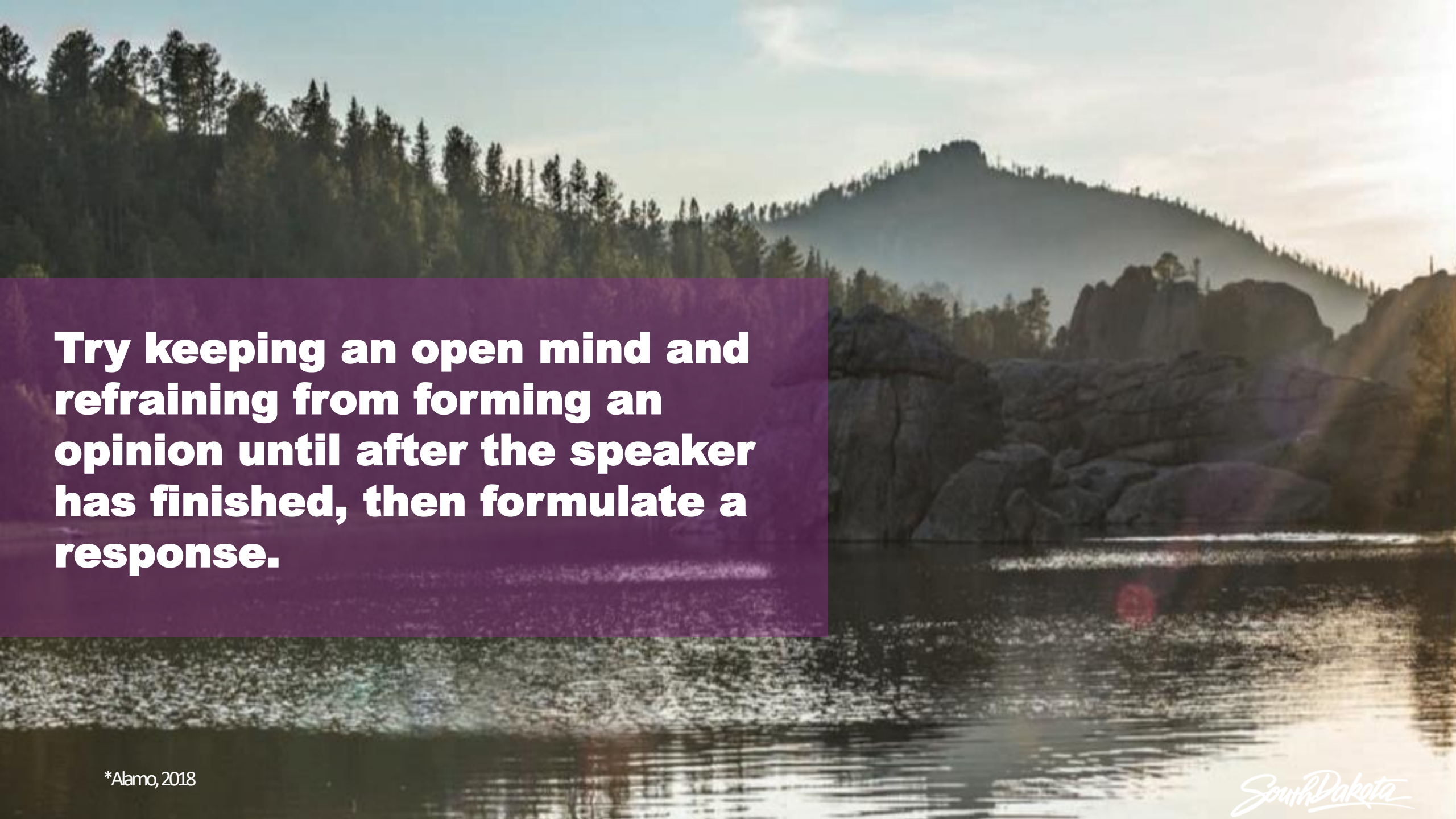
CHRIS HANMER
CH PÂTISSERIE

Don't Interrupt

We've all been in situations when every time you begin a sentence, someone interrupts or cuts you off to finish your sentence. This can leave people feeling frustrated and in some cases, they may check out of the conversation altogether.

125 = Average words spoken per minute

600 = Number of words the human brain can comprehend per minute

A scenic landscape featuring a calm lake in the foreground, reflecting the sky and surrounding terrain. The middle ground is dominated by large, dark, craggy rock formations. In the background, a dense forest of evergreen trees covers a hillside that rises towards a mountain peak under a soft, hazy sky. A semi-transparent purple rectangle is overlaid on the left side of the image, containing white text.

Try keeping an open mind and refraining from forming an opinion until after the speaker has finished, then formulate a response.

A person with long dark hair, wearing a light-colored patterned sweater, is seated at a wooden table in a restaurant. On the table is a white plate with a salad of tomatoes and greens, a glass of white wine, and a smartphone. The background is blurred, showing other tables and chairs. The entire image has a purple tint.

**WHEN THINGS DON'T
GO AS PLANNED...**

It isn't about whether a conflict with customers will arise, because it will. It's about being prepared and trained on how to respond to it when it happens.



A photograph of two men in business suits standing in a modern office environment. The man on the left is wearing a dark pinstripe suit and a patterned tie, with his arms crossed. The man on the right is wearing a dark brown suit and has his arms crossed. They are facing each other, suggesting a conversation or a meeting. The background is a blurred office space with large windows and modern decor.

EMBRACE THE OPPORTUNITY

Don't assume that the damaged relationship with the customer can't be mended. In many cases, if made right, the relationship will be strengthened and in some cases, these customers become brand ambassadors. Embrace the opportunity.

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Journal compilation © 2006 Blackwell Publishing Ltd

Keep the end goal in mind while speaking with the customer and don't lose site of it. Getting sidetracked with who's right and wrong is easy to do...Mending the relationship is your only priority.

An aerial photograph of a long, multi-span bridge crossing a large body of water. The bridge has several truss-style spans. The surrounding landscape consists of rolling hills and fields, with some trees visible in the foreground. The sky is filled with soft, wispy clouds. The overall color palette is dominated by blues, greens, and earthy tones, with a slight purple/pink tint in the sky and water.

BEFORE THEY RETURN HOME

South Dakota

NAME: _____

ZIP CODE: _____ DATE: _____

REASON FOR VISITING: BUSINESS EVENT LEISURE

BUSINESS NAME: _____

EMPLOYEE NAME: _____

RATE YOUR SERVICE: (5 OUTSTANDING - 1 NEEDS WORK)

5 4 3 2 1

OVERALL EXPERIENCE: (5 OUTSTANDING - 1 NEEDS WORK)

5 4 3 2 1

ADDITIONAL COMMENTS: (ADDITIONAL SPACE ON BACK)

GENUINE HOSPITALITY | EXCEPTIONAL SERVICE | #WATERTOWNWow

W★TERTOWN

WOW!

THANK YOU FOR YOUR EXCELLENT
SERVICE & HOSPITALITY



YOU WOWED US!

YOUR "THANK YOU" GIFT IS WAITING
FOR YOU AT
THE CONVENTION & VISITORS BUREAU

1 EAST KEMP AVENUE
605-753-0282

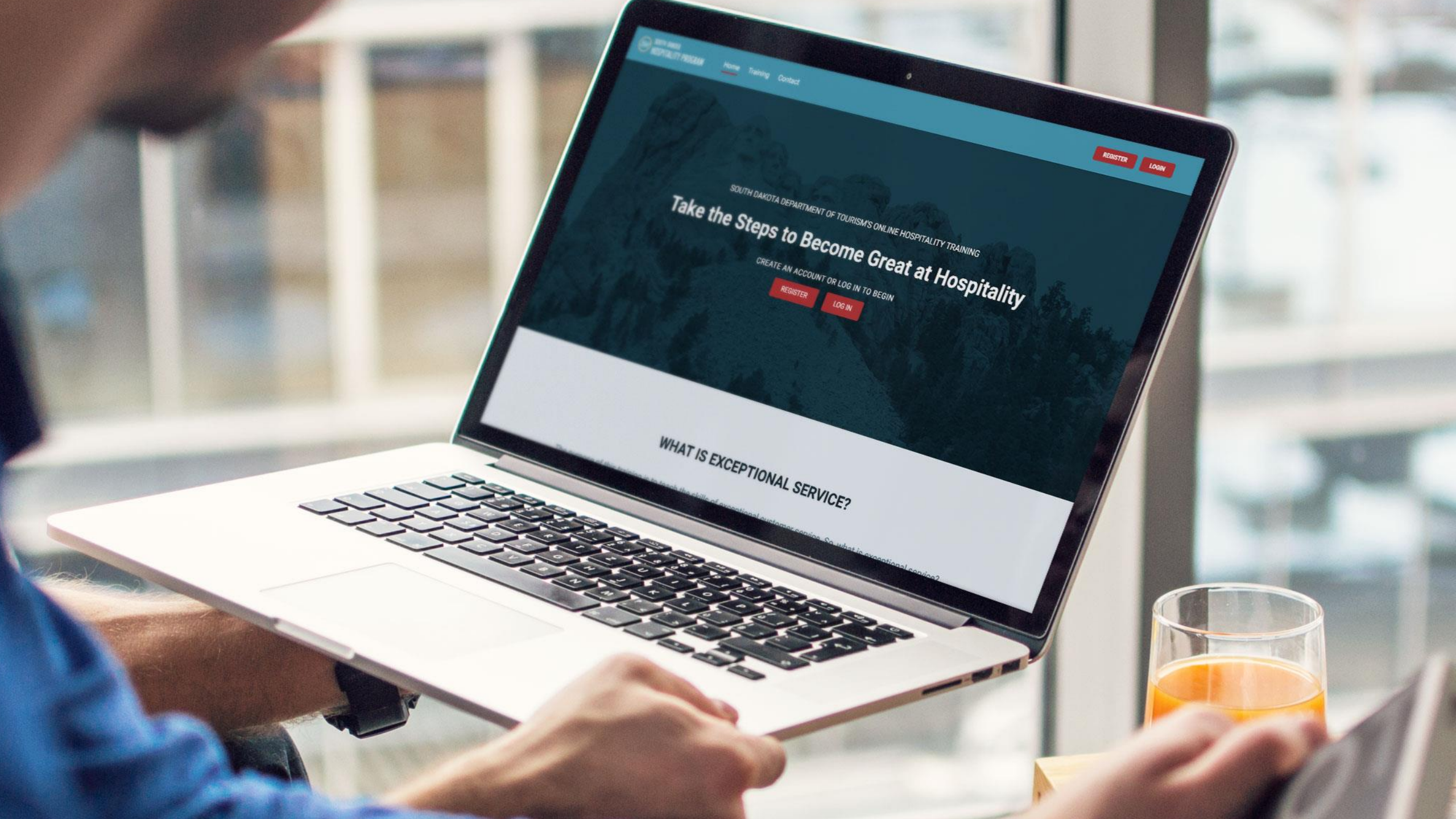
W★TERTOWN, SD CONVENTION &
VISITORS BUREAU





surveygizmo





SOUTH DAKOTA DEPARTMENT OF TOURISM'S ONLINE HOSPITALITY TRAINING

Take the Steps to Become Great at Hospitality

CREATE AN ACCOUNT OR LOG IN TO BEGIN

REGISTER

LOG IN

WHAT IS EXCEPTIONAL SERVICE?



Great Service Star

Designed to identify and recognize businesses that complete a set of criteria for hospitality training of their employees, offer a comment mechanism for visitors, and recognize employees for providing great service.

SDvisit.com → TRAINING & HOSPITALITY

KEY TAKEAWAYS

- Restate your words differently a second time.
- Ask open ended questions
- Provide a quick summary detailing how you understand the situation.

INFORMATION SOURCES

- South Dakota Tourism's Online Hospitality Training
- Litmos Training Program
- Intro to Hospitality – John Walker
- Destination Analyst – State of the American Traveler
- Laurie Guest Training Seminars

Questions?



Jacey.Jessop@TravelSouthDakota.com
SDvisit.com

South Dakota