

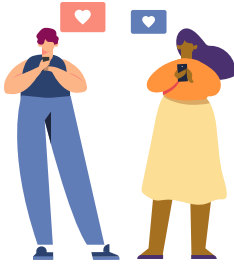
▶ ROLLER

50 Lessons from industry experts



The **Guest**
Experience
Show[®]

By ▶ ROLLER



The guest experience, is everything!

Just over a year ago, we launched the Guest Experience Show with the goal of providing the attractions industry with insights, best practices and advice on how to grow your business by focusing on the one thing that matters above all else...delivering a great guest experience.

Since launching, we have published more than 50 episodes with leaders, executives, business owners, and thought leaders on the best ways to create and deliver a superior experience.

In this e-book, we pulled the most valuable lessons that you can use to grow your business. Have a read through and see what practices you can implement within your own business.

5 actionable insights to turbocharge your guest experience



1 Technology should be used to enhance guest experiences

Nothing will replace the human side of the business, but there are tools that will make purchasing, checking in, and experiencing your venue frictionless for your guests and team members.



Look for an all-in-one venue management solution to improve compatibility and reduce training requirements.

2 Invest in your team's wellness and development

The health of your team member experience will determine the health of your guest experience. Giving them opportunities to develop new skills and rest and recharge is a worthwhile investment.



Consider giving each of your team members their birthday off as a special thank you!

3 Embrace change

Change is occurring both within the industry and outside of it, and as a result, guests' expectations are shifting. Stay on top of their shifting expectations.



Stay on top of trends by subscribing to industry publications like **Blooloop** and **IAAPA** news.

4 Collect and act on data

Don't rely on gut reactions when making improvements to your business. Look toward what your guests are saying, doing, and feeling to learn what needs to be done.



Invest in a guest sentiment tool (like **the Guest Experience Score**) to quantify feedback with easy-to-use dashboards that surface insights.

5 The guest experience is everything

A common thread among the most successful leaders has been their relentless focus on the guest experience. By focusing on improving the experience - through excellent guest service, resolving service failures, and removing friction from compulsory tasks, revenue follows naturally, and the investments pay off substantially more than any marketing investment.

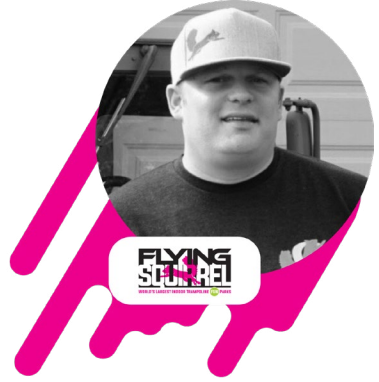


Set a recurring 30 minute meeting in your calendar each week to review incidents and feedback, resolve administrative tasks, or train staff so you always have that time set aside.

EPISODE 1

You are only as successful as the customer is satisfied

“The success of the business is through the customer’s eyes. You are only as successful as the customer is satisfied. Satisfaction from their point of view is really what our goal as a company is to provide from the beginning. That’s the mindset that we want to set. From their point of view, it’s what they want, what they need, what they desire, and what they will pay for.”



— **Luke Schueler**
Flying Squirrel



— **Brandon Willey**
Hownd

EPISODE 2

Value must have meaning

“Every day we strive to create meaningful value from each other through everything we do. Meaningful value has a real impact on their life. Is it just value because there’s a cheap ROI and I got something on a deal or does it enhance my life?”

EPISODE 3

Be impeccable with your word

“If you say you’re going to do it, do it. Managing the guest experience is based on setting expectations and then delivering on them. The core components of the experience must be predictable, such as the venue being open at the time advertised, pricing that matches your website, and the experiences that are driving guests to your venue being available.”



— **Jennifer Thomas-Sassone**
Xtreme Action Park



— **Jessi O'Daniel**
Kentucky Kingdom

EPISODE 4

Serve with empathy

“Be human. Ask what you would want out of this situation, what you would expect if it happened to you, and how you think it should be handled. Mistakes are going to happen, and it’s okay. Being okay with that is essential.”

EPISODE 5

Run toward complaints, not away from them

“Don’t be afraid to listen to customers, and embrace negative feedback as an opportunity to improve.”



— **Ben Story**
Avius



— **Jen Rice**
Whoa Zone

EPISODE 6

Great experiences don’t happen by accident

“Guest service is a culture, not an act. It’s more than doing something nice for someone or doing a “wow” moment; it’s the culture in which your team and your park operate, is what really drives the guest experience and drives that service.”

EPISODE 7

Teamwork, respect, and enthusiasm are the three keys to an excellent experience

“Provide an extraordinary guest experience through teamwork, respect, and enthusiasm. By aligning your leadership with these three pillars, you can build an operation where employees support each other, leaders support the employees who report to them, and never lose sight that delivering a superior experience is fulfilling and exciting.”



— **Daine Appleberry**
Audubon Nature Institute



— **Paul Gibbons**
New Vue Solutions

EPISODE 8

Deliver a personalized experience

“The guest experience always comes down to that personal touch. Have we shown that this person is valuable, and have we done it in a frictionless way?”

EPISODE 9

Guest experience has no plateau

“Never get complacent, and always recognize that there is always room for growth and improvement. Complacency is the enemy of success and growth. There is always something that you can do, to examine, to explore, to expand, and find something to grow and build on and make better for your customers and guests, no matter where you are, whether you’re at the top or the bottom. Keep pushing.”



— **Tim Canada**
Tatvam

EPISODE 10

Go above and beyond

“Here is a simple but powerful rule: always give people more than they expect to get.”
-Nelson Boswell

Give them a reason to come back because their expectations will be higher given what you’ve given them before.”



— **Amanda Vought**
Olympia Entertainment

EPISODE 11

The experience drives loyalty

“People won’t come back or tell others to go if they don’t have a fantastic experience.”



— **Zishan Amir**
ZRG Adventures & Consulting

EPISODE 12

Consistency is key

“Provide authentic experiences that will wow everyone, every time, on every visit.”



— **Chance Sanford**
Space Center Houston

EPISODE 13

Treat your guests with respect

“Remember that people are people, and be respectful of how you ask for and use their attention.”



— **Mat Duerden**
Brigham Young University

EPISODE 14

The devil is in the details

“Always think of the small stuff. Always focus on the overarching customer experience, but know that they’ll notice the trash in the background, so make sure to pick it up.”



— **Christina Stang**
Skateworld

EPISODE 15

Every interaction matters

“No encounter is insignificant, and no person is unimportant. Never judge a person because you don’t know what they’re going through.”



— **Richard Earney**
Midtown Athletic Club



— **Mark Shaw**
Journey Beyond

Episode 16

Recognize why you do what you do

“Do it because it’s right. Do it because it matters. For most people, life is full of challenges, and people need these moments of light and joy, and they need to share with special people in their lives, and we must deliver on that. It’s not just about business. Do it from the heart, and understand that.”

EPISODE 17

Would you visit you?

“Give the guest experience as if you were the guest.” Consider how you would like your visit to go if you were a guest at your venue. If it doesn’t meet your own standards as a guest, it’s time to make the enhancements that make you proud.



— **Clint Novak**
Fun Land



— **Tyler Pellerin**
LEGOLAND Florida

EPISODE 18

Your history will determine your future

“To be the best, you have to know, understand, and learn from what you’ve done.” Sufficient data related to the guest experience cannot be understated as it provides you with the intelligence to make continual improvements to your business.

EPISODE 19

Focus on the desired emotional outcome

“Design for how you want people to feel after they leave your experience. If you can decipher and filter decisions based on how you want people to feel, you’ll design their experience.”



— **Zach Adamson**
Divert Brands

EPISODE 20

Don’t complicate things

“Be human, be kind.” Our natural inclination is to come up with a long list of service standards that every team member must follow in order to be successful, but at the end of the day it comes down to being a good human who is kind to those around them. This includes the way leaders interact with team members, and how team members interact with guests and their peers.”



— **Matt Heller**
Performance Optimist
Consulting

EPISODE 21

Authenticity goes a long way

“Be the best version of yourself. At Typhoon Texas, we constantly try to be the best versions of ourselves, whatever that is.”



— **Evan Barnett**
Typhoon Texas



— **Michael Browning**
Urban Air

EPISODE 22

Delight and wow the guest

In the attractions industry, we provide people with experiences that allow them to escape the hardships of their daily lives, and they deserve an experience that leaves them saying “wow”

EPISODE 23

Strive for continuous improvement

“Always better. Believe in better. The magic of capitalism is that we can try and not just create but innovate. We have the opportunity now to create better experiences, not just in terms of making money but also for people. We can create a better world by doing this.”



— James Wallman
World Experience Organization

EPISODE 24

Know what your guest experience seeks to achieve

“Guest experience is all about inspiring people to take action and be together in a fun and immersive way.”



— Cara Treadway
ZooTampa

EPISODE 25

Shift your viewpoint

“Always look at it through the customer lens.” This should be your focus and where you guide your attention.



— **Nathan Jones**
expMaven

EPISODE 26

Have fun!

“The purpose of life is to enjoy it, and with guest experience, you should enjoy it. If you enjoy it, then your guests will enjoy it. Enjoy life, and enjoy work.”



— **Mandy Sybrandy**
SkyWheel

EPISODE 27

Make the complicated look simple

“Overproduce, and make it seem serendipitous. Overthink every detail, over-plan, and over-curate, and then implement the theatrics to get a fantastic experience every time. Casual and fun take a lot of effort to pull off.”



— **Nikki Padilla Rivera**
TripKinetics

EPISODE 28

The golden rule

“Smile, be kind, and treat others like you’d like to be treated.”



— **Jennifer Berthiaume**
Lion Country Safari

EPISODE 29

Your employees set you apart from the rest

“Investing in your team and having your team create the guest experience, is what stands out.

We’re in the business of creating experiences and creating family memories, and the one thing that’s different from every park is the people they employ. By investing in your team, you’re investing in your guest experience.”



— **Bethany Evans**
IATP

EPISODE 30

Your employees are not disposable

“Invest and value your teams. They are what make us successful as leaders, and they are what make our institutions successful. Too often, in this day in age, leaders in guest experience fill frontline positions very quickly, but that doesn’t make it a great guest experience just because the position is full. A staff member is not like the stapler or tape dispenser on my desk that when it stops working, I can get another one quickly.”



— **Ken Maguire**
Monterey Bay Aquarium

EPISODE 31

Be nice

“This whole idea of customer service is not a department; it’s a philosophy to be ingrained by everyone. Two words are foundational to whatever happens: be nice. You’ve got to be nice, no matter how good the process is. Friendly gets people to say, ‘I like doing business with them.’ If everything else is working, we also want them to like us, so be nice.”



— **Shep Hyken**

Shepard Presentations

EPISODE 32

Guest experience doesn’t stand still

“It’s not static; it has to be evolving all the time. Our guests are living, beautiful creatures and customer service can be just as beautiful and changing.”



— **Candi Kelley**

TrainerTainment

EPISODE 33

This is your one-shot

“Treat every guest as if this is the only time we’ll see them. This is the only time we get with them, and you’ve got to make a memory; you’ve got to make a positive impact. Your facility should be sparkling as if it’s the first time you’ve invited someone into your home. It’s about being your best all the time. Know who you are as an organization, know who you’re not, and be comfortable knowing that not every guest will align with what you do.”



— **Sarah Cole**
Glazer Children's Museum



— **Erin Swales**
San Diego Padres

EPISODE 34

The experience is created on the front line

“Empower, support, and recognize your frontline team to create the best guest experience.”

EPISODE 35

Make personal connections

“It’s about being welcoming and treating every guest as a friend.” Treating them as a friend allows you to build rapport that enhances the experience beyond what they expected, and builds a personal connection between them and the business.



— **Michael Ramsay**
Skyline Attractions

EPISODE 36

Understand what it is and commit to living it

Knowing your guest experience standard is the first half of delivering it. To ensure a proper delivery, every member of your team must buy into the standard and commit to embracing it every single day with every single guest.



— **Frank Price**
FL Price

EPISODE 37

The viewpoint of the guest is what matters most

Stop thinking like an operator and start thinking like a guest. Many businesses try to account for all scenarios, but put your guest hat on and get other friends who are guests involved to give you critical feedback.



— **Rich Steers**
ROLLER

EPISODE 38

Compare yourself to those doing it best

Embrace being friendly and welcoming guests, as we pride ourselves in the “Friendly Confines” mentality. We also don’t just compare ourselves to other baseball teams but to other known businesses for world-class service.



— **Vanessa Ward**
Chicago Cubs

EPISODE 39

Even if they're wrong, you should embrace their experience

Perception is reality. That's the most essential thing about getting feedback and taking action on it. You have to understand that you may not agree with it and that that's just their perception, but no, that's their reality, and you need to consider it.



— **Scot Carson**
Amusement Advantage

EPISODE 40

Plan for every contingency

Deliver and plan for service delivery consistently. Cover every situation.



— **Shaun McKeogh**
Attractions Academy

EPISODE 41

Remove friction and complications

Do simple better. From a business perspective, simplify. Everything we do is so complicated, from our difficult language, steps, and the barriers we put in our customers' way, so we need to do simple better.



— **Dan Gingiss**
The Experience Maker



— **Max Irvine**
Currumbin Wildlife Sanctuary

EPISODE 42

Everything relates to guest experience

Guest experience, for us, is everything. If we're not providing that experience, we're not here effectively.

EPISODE 43

Your guest experience isn't just what's in your policy

Deliver a consistent, memorable, high-quality product through possible means. It's easy to develop a policy that never leaves an office, and then it's never actually walked through before it's executed. The best leaders in our industry are out in the midways, observing and even waiting in line to see how it can be sped up.



— **Mark Rosenzweig**
3dx



— **Russ Van Natta**
Creative Works

EPISODE 44

Go back to the basics

“Do the basics brilliantly. Everything comes from that; it's what breeds consistency.”

EPISODE 45

Your guests are more important than what you sell

“Love your customers more than you love your product.”



— **Jesse Cole**
The Savannah Bananas



— **Sean Fernandez**
ROLLER

EPISODE 46

For the best experience, secure your data

“Security is a shared responsibility. We can take care of the data and ensure that it is safe and presentable, but when we transfer it to your venue manager system, those devices need to be safe and secure.”

EPISODE 47

Embrace the moment

“Slow down and make it memorable. And then, shut up. Let them feel it. Hold the tension. Let them enjoy what you’ve done.”



— Dennis Moseley-Williams

Dennis Moseley-Williams
Strategic Consulting



— Adele Gutman

Get Great Reviews Podcast

EPISODE 48

One thing’s for certain: change will happen

“Embrace change. Change should be like breathing every day. Every day, you’ve got to learn something and act on it so that tomorrow will be a better day and you’ll get where you want to go.”

EPISODE 49

Gain the intelligence needed to improve your business

Information is critical for the guest experience in so many ways. Providing the guest with information is vital, but also getting the correct information to assess the guest experience and improve the guest experience based on data.



— **Jeroen Sijl**
Smart Segments

EPISODE 50

Love what you do

“The miracle is not that we do this work, but that we are happy to do it.” — Mother Theresa

You have to, by nature, be someone who wants to serve.



— **Amanda Verhoff**
ALSD

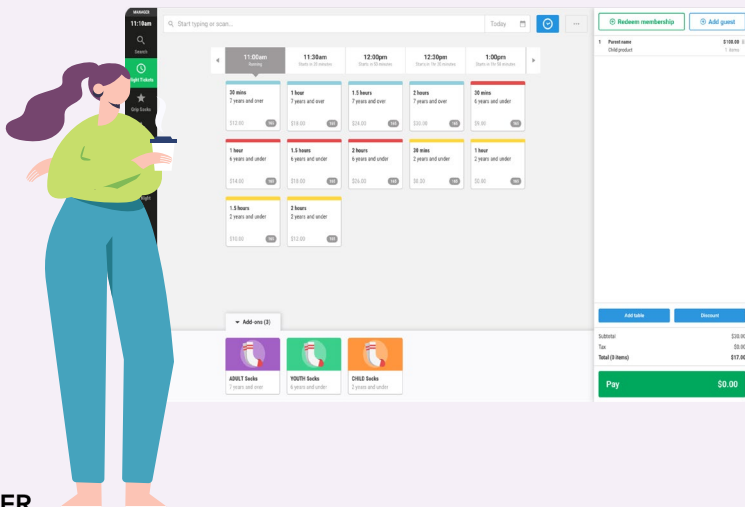
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Our vision is to help create experiences that bring joy and happiness to the world. We achieve this by building technology for venues across the leisure and attractions space, designed to help them grow their business by delivering amazing experiences for their guests.

A guest's journey begins long before they walk in the doors and lasts long after leaving. For that reason, ROLLER's solutions are built to reduce friction at every point of interaction.

ROLLER, The Guest Experience Platform, is a complete software solution for the modern attraction. Our platform is built to support the critical areas of your business and to help you improve operations, grow revenue, and delight your guests.

Our innovative products include; Ticketing, Point-of-Sale, Integrated Payments, CRM, Memberships, Gift Cards, Waivers, Self-Serve Kiosks, Cashless Wallets, and much more.



A better guest experience awaits.



[Book a demo](#)