



**CONFERENCE:** Nov. 15-18, 2021  
**TRADE SHOW:** Nov. 16-19, 2021

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# Creating A Pleasant Client Experience in a Post-Pandemic World

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# Description

After a year inside, guests are eager to get out and become social once again. But, creating an inviting client experience may be easier said than done. Coming out of last year, you may feel challenged with different points of view, opinions, and policy from every direction. Learn how to process these emerging feelings and how to best handle unruly customers who may be causing disruption in your businesses.

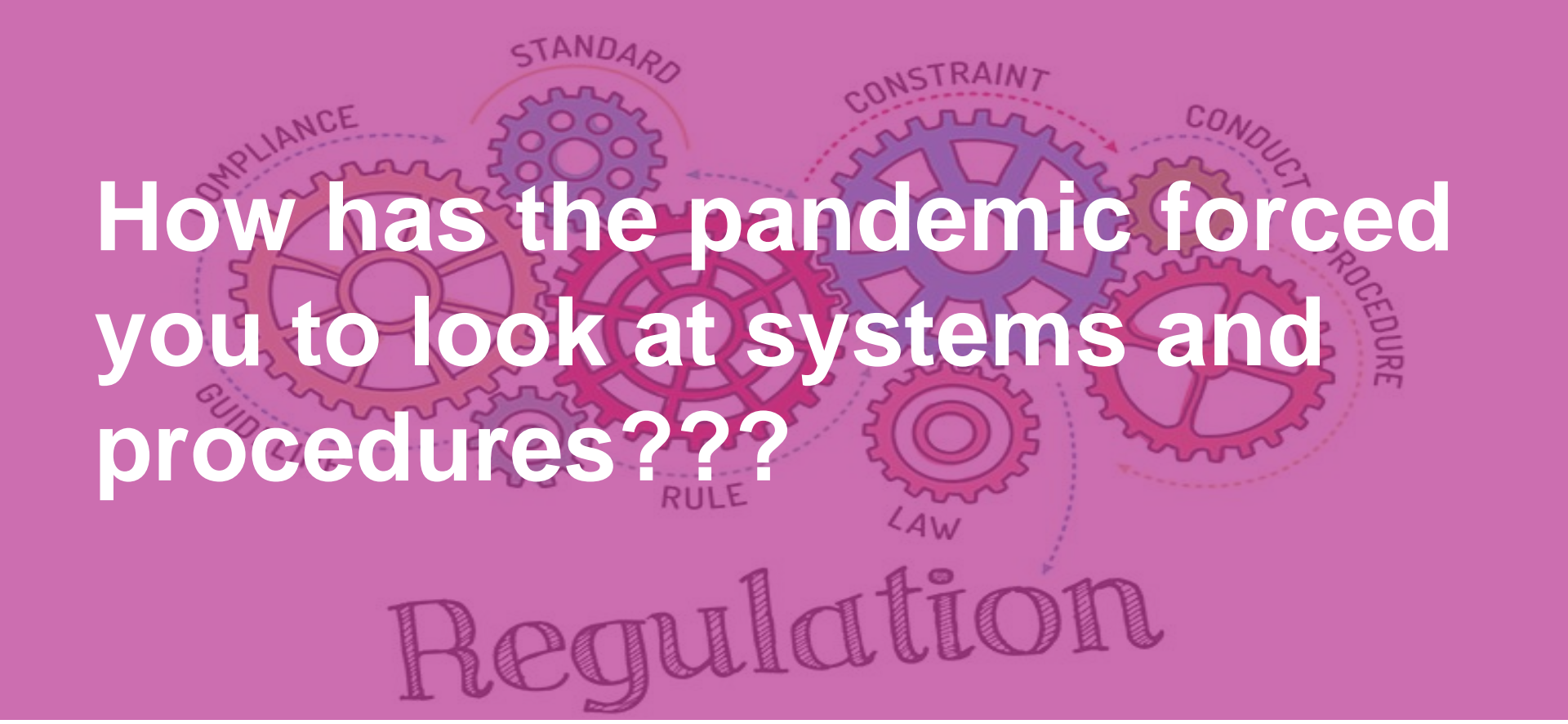


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# Let's Start with YOUR Stories!







# How has the pandemic forced you to look at systems and procedures???

## Regulation

# What are the initial causes of negative Guest experiences at YOUR location???



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# Initial Environment



- 1) Hiring/staffing levels
- 2) Training/culture
- 3) Systems & procedures
- 4) Guest interactions
- 5) Guest expectations
- 6) Operational execution
- 7) Cleanliness
- 8) Perceived value

**How can you truly focus on culture when you are struggling with hiring and retaining employees???**



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What kind of de-escalation  
training do you do at your  
location???



# One Experience / Two-Sides

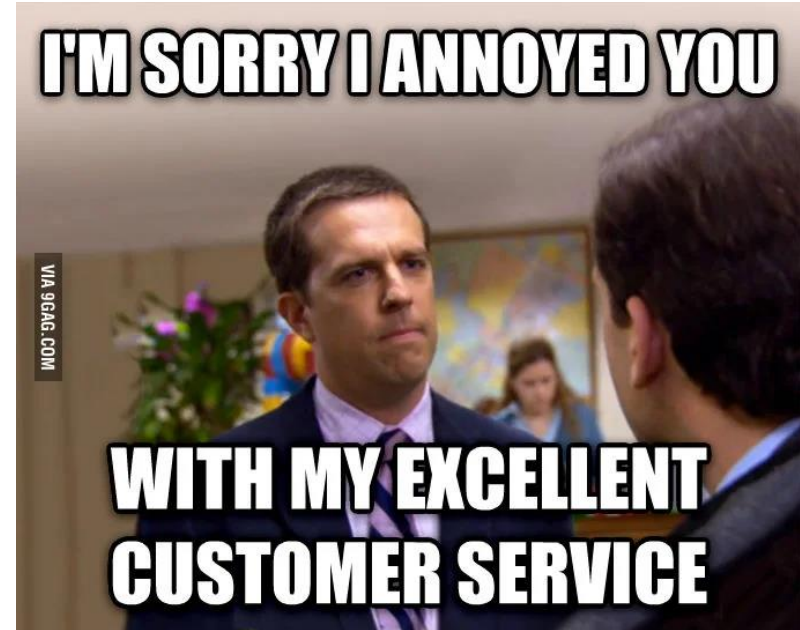
- 1) Initial Environment
- 2) Resolving the Guest's Issue



**Does the Guests' level of  
patience and expectations  
seem to be more sensitive  
post lockdown???**

# Resolving the Guest's Issue of Today

- 1) LISTEN from the Guests' perspective
- 2) Demonstrate an immense patience level
- 3) Assume positive intent from the Guest
- 4) Repeat the issue to the Guest
- 5) Deliver the outcome from a positive spirit
- 6) Utilize local law enforcement if de-escalation tactics do not work



# Frame the Narrative



- WOW experience
- Frame the Narrative; Guests' perception focused on the positive
- Celebrate loud and proud



**How hard has it been to  
navigate the divide on issues  
such as mask mandates???**



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# Do you see a light at the end of the tunnel???



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# Key Take Aways

- 1) You are not alone
- 2) Dig deep for empathy
- 3) We don't always know the back Story
- 4) Frame the narrative