



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

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Inspiring Awe

**The Impact of Great Guest Experiences to Build a
Connection to Your Mission Based Organization**

Ryan D. Jeffery, Saint Louis Zoo

Amber Christopher, Denver Zoo

Ken Maguire, Monterey Bay Aquarium

Monday, November 15th, 2021



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Animals Always, Animals Only



"This would be a great place to work, if it wasn't for all these people!"

Understanding Mission Accomplished





MISSION SUCCESS



Relationship, Trust, Support

Reinvestment and Appreciation

EXPERIENCE

GUESTS

Quality Service & Positive Memories



Memories



Thank you!



Ryan Jeffery
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Saint Louis Zoo
Animals Always®



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DEFINING EXPECTATIONS

Awe at Denver Zoo



Amber Christopher
Denver Zoo, COO



Hierarchy of Exceptional Guest Experience

Based on Guest Experience Values

The segments linked to motivation for visiting have a direct impact on **CONNECTION AND ENJOYMENT/FUN**.

BEING OUTDOORS has direct impact on all segments, especially **LEARNING** and **PHYSICAL AND PSYCHOLOGICAL HEALTH**.

Awe

- forming meaningful connections and affinity with animals and natural world, unexpected & new experiences, curiosity evoked, inspired to take action, experience is worth sharing, wanting to contribute to zoo's vision and mission

Engagement

- pleasurable, proximity to animals through exhibits and programs, encounters with live phenomenon, personalized experiences, learning through social engagement, connected to high interest content, variety of animals and experiences, shifts in thinking about the world

Experience

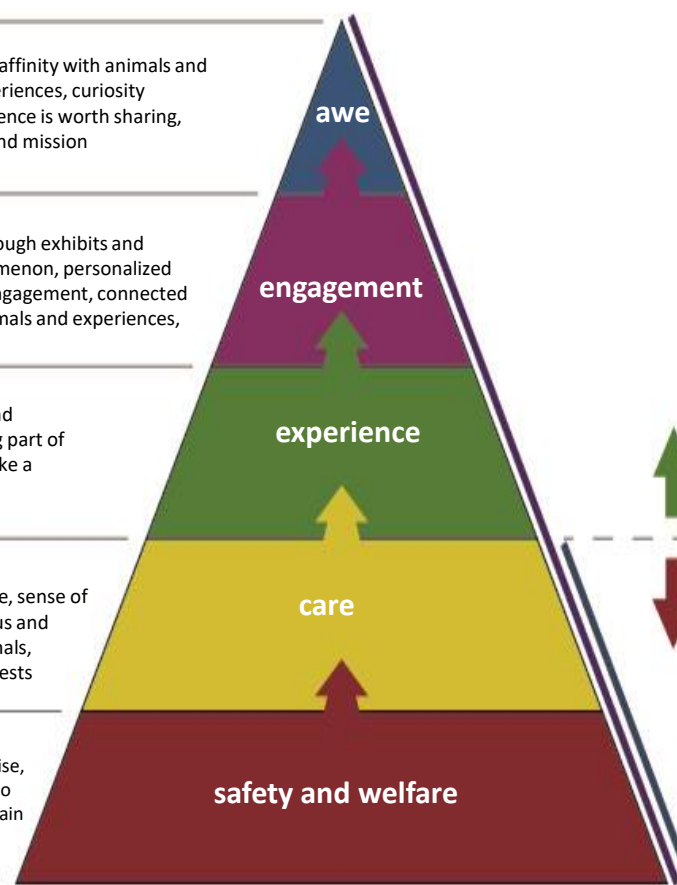
- feeling socially connected, bonding and quality time with others, sense of being part of a larger community, tradition, feeling like a good care-giver (grand/parent)

Care

- financial ease, stress relief, restorative, sense of being in nature, nostalgia, clean campus and exhibits, perceived quality care of animals, perceived quality care and safety of guests

Safety and Welfare

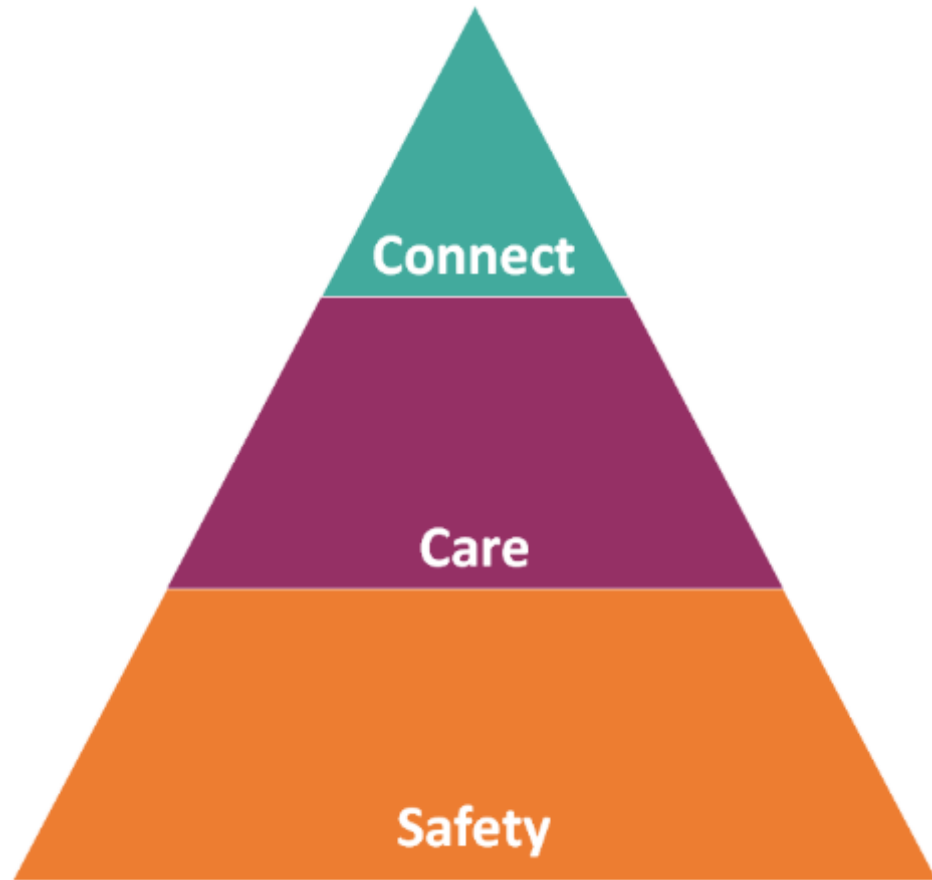
- access to food, water, restrooms, exercise, rest, shade, comfortable temperature; no exposure to violence, theft, weapons, pain



Motivators for visiting

Requirements for visiting

When **PHYSICAL & PSYCHOLOGICAL HEALTH** are not met, these segments become detractors from an enjoyable and exceptional guest experience.





INSPIRE AWE

Safety

The safety and welfare of our staff, guests, and animals are our top priorities; and should never be ignored, minimized, or sacrificed.

Practice - Take Action - Speak Up

Care

We genuinely care for each other, guests, and animals; respecting each as individuals and embracing our diversity.

Deliver - Ensure - Assist

Connect

We ensure an exceptional guest experience, cultivating moments of Awe that inspire guests to join us on our mission.

Personal - Individual - GIG



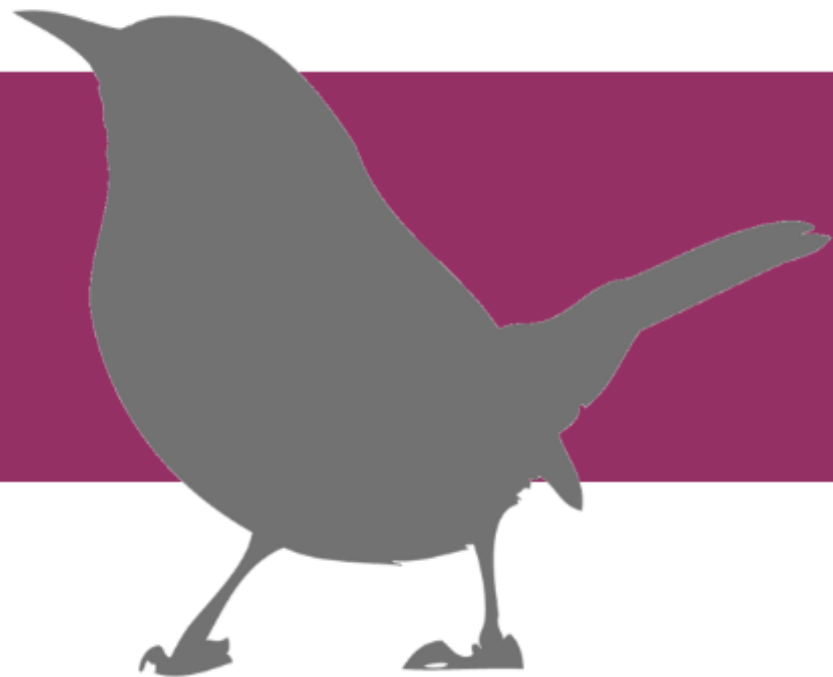
Guest Service Standards

Smile

Introduce

Notice

Guide



Smile

Look Up and Smile
Make Eye Contact
Initiate Greeting
10 x 5 Rule

Introduce

Introduce Yourself and What You Do
Ask For and Use Their Name
Introduce Others With You or During Handoff
Offer Handshake if Appropriate

Notice

Look for Visual Cues
Listen for Verbal Cues
Ask Questions to Uncover Motivators and Needs

Guide

Personalize the Conversation
Recommend an Experience Aligned with Needs and Motivators
Recover Service if Needed
Enhance & Exit with Connection to Mission and Genuine Thank You

Awe has been linked to positive outcomes like interest in science and connection to nature.



The problem

Denver Zoo's
Guest Experience
Division promises to
*cultivate moments
of awe.*





STUDYING AWE

The methods

Awe Collaborative Study

Denver Zoo Guest Experience
Survey

Summer 2019 Study



The question

How is *awe* experienced
at Denver Zoo?

Why is awe *important to*
Denver Zoo?





The Real Thing



Animals interacting with each other

*“It is amazing to watch these **families interact** in different ways and share it with my own family.”*



**Animals playing,
vocalizing, eating, moving**

*"I feel a sense of 'Awe' when
**watching the adorable
animals play.**"*





***“I have never been
that close to a lion
and his sheer size was
awe inspiring!”***





Beauty



“Some animals are just
majestic and you feel in
awe of them when you get to
see them in real life.”





Novelty



“The lion roaring for the first ten minutes I was there. I have been to the zoo hundreds of times and I have never heard them. It was *wonderful hearing these majestic animals for the first time.*”





Awe Through Others

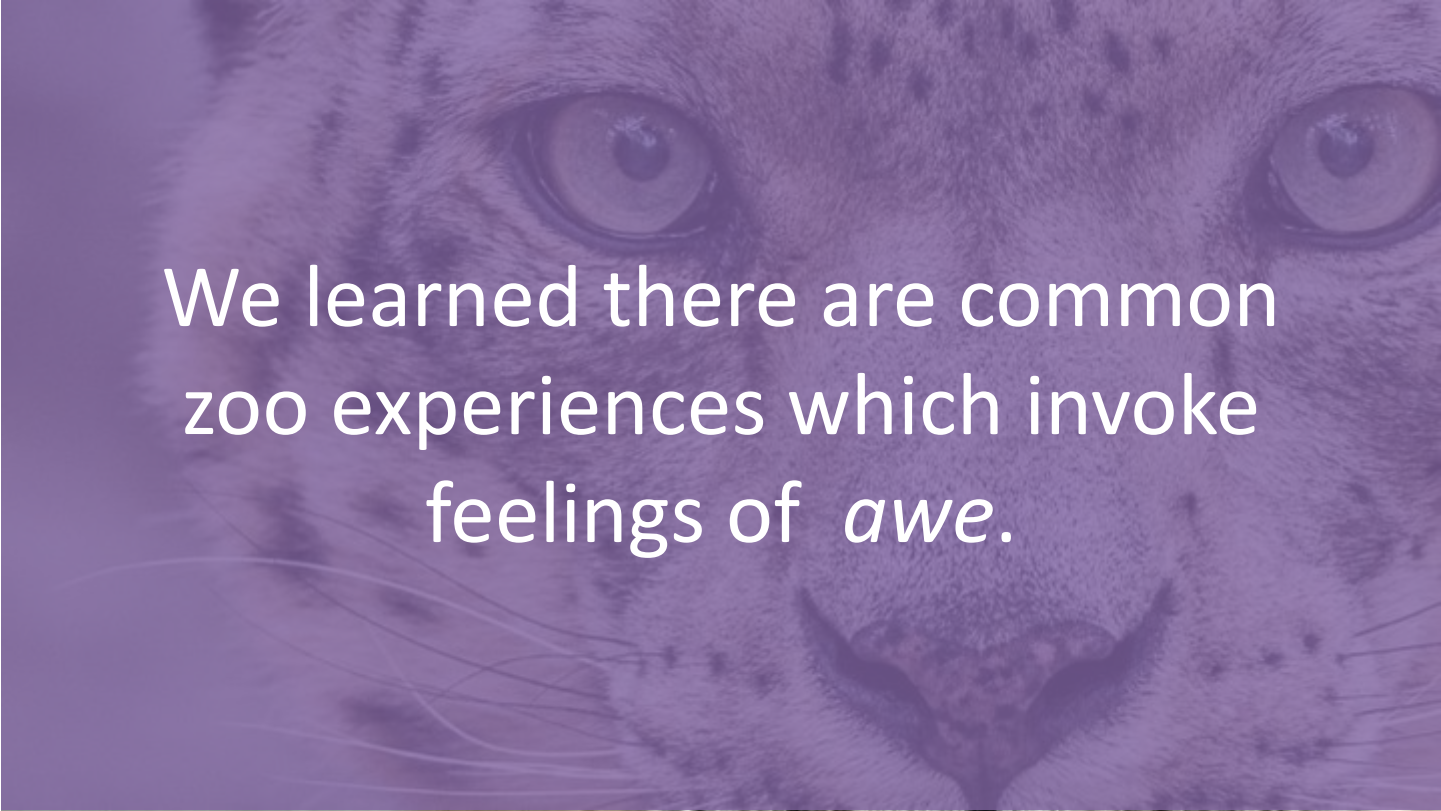


“My nearly 2 year old has many moments of "awe" *which gave me my own sense of ‘awe’* while looking at several animals, both big and small.”





So how might this apply at the Zoo?



We learned there are common
zoo experiences which invoke
feelings of *awe*.



When zoo guests have experiences like these, they are more likely to experience *awe*.



How can we design animal
habitats, exhibits, and
public programs with
these *awe inducing*
experiences in mind?



Thank you!

Amber Christopher
Denver Zoo, COO
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Our mission:
Inspire conservation of the ocean



Ken Maguire, ICAE
Director of Operations,
Guest Experience

We welcome 2 million guests annually.



The Aquarium Experience

Operations



Pre-visit Operations
Efficient Entry
Crowd Management

Programs



Auditorium
Feeding Programs
Music

Interpretation

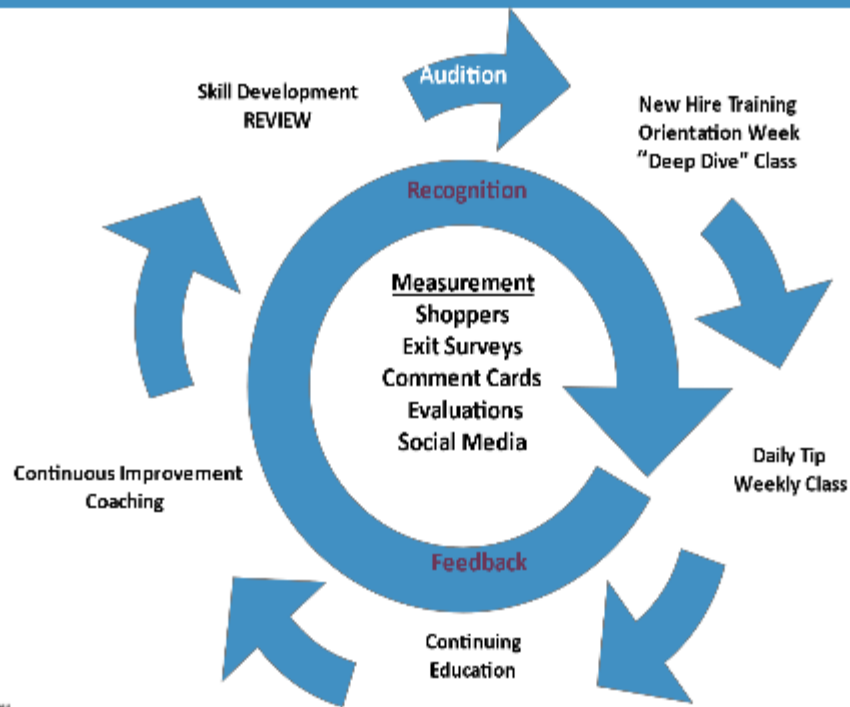


Volunteers
TCL and Boats
Jelly Tubes



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- New Hire Training
- Orientation Week



- Deep Dive Class
- Graduation

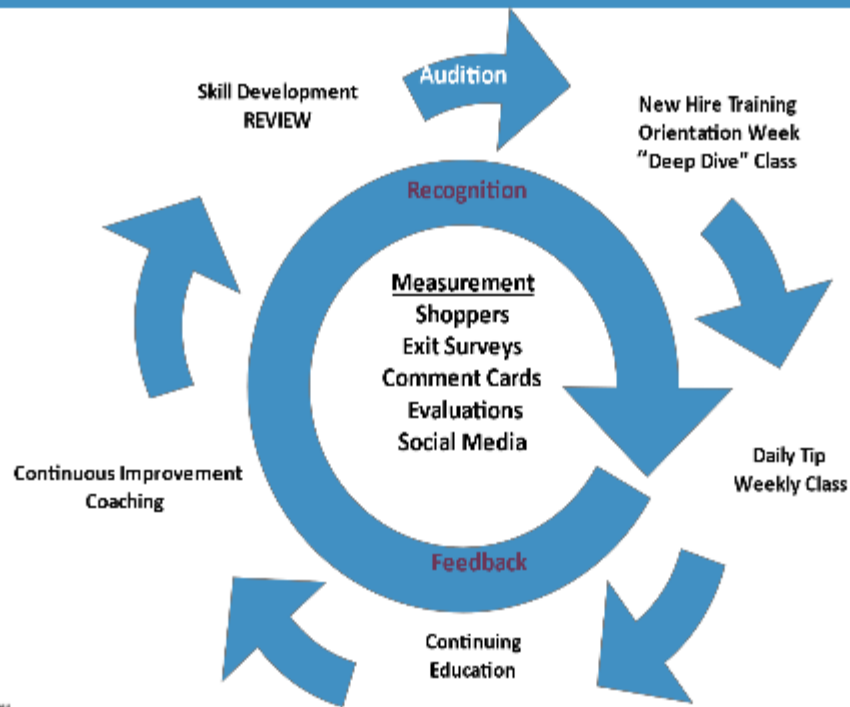


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- Daily Tip
- Weekly Classes



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Continuing Education



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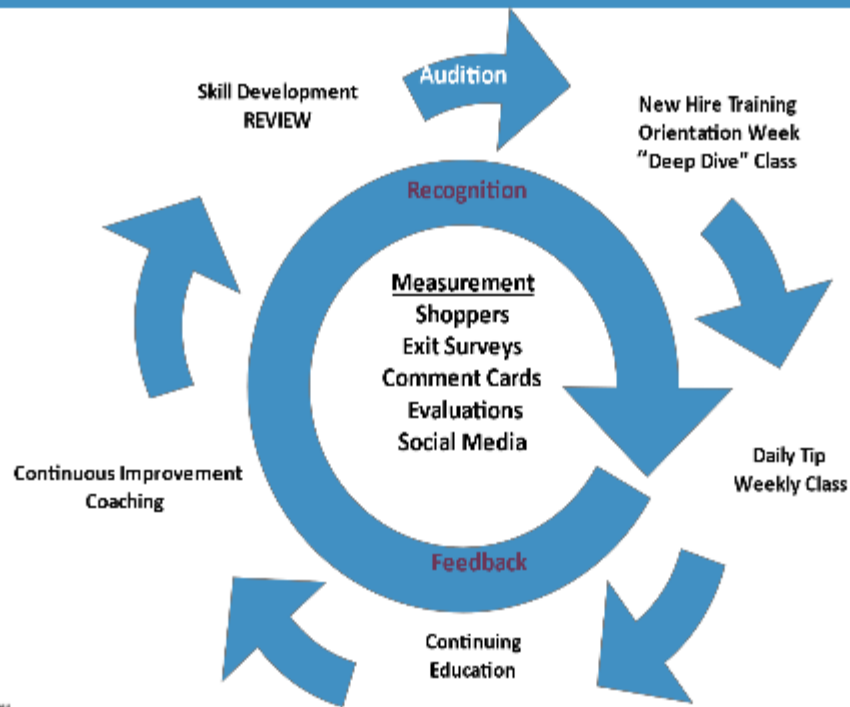
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Monterey Bay
Aquarium

Continuous Improvement Coaching



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Skill Development Review



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Resilience

“Ability to return to its original shape after being compressed or stretched.”

- Francis Bacon





Passion

"People will forget what you said,
people will forget what you did,
'but people will never forget
how you made them feel."

-Maya Angelou

Innovation

“Take risks. Ask big questions.
Don't be afraid to make mistakes;
if you don't make mistakes, you're not reaching far enough.”

- David Packard



*At the Monterey Bay Aquarium,
They come for the animals
...but they leave remembering us!*



