

Great Customer Service Off the Field

Presented by Mystery Shopper Services

The Guest Experience Manager



The Guest Experience Manager (GEM) for a Professional Baseball Team incorporates mystery shopping into aggressive, on-going customer service training for a group of employees that play a critical role in delivering a great experience, whether the team is winning or losing.

Hiring



The GEM sits in on interviews with Human Resources for every single job across each department within guest services. By the time someone gets hired, the chances are very good that the person is a good fit.

Onboarding



While he spends many hours in the hiring process, he spends double that time in the onboarding and overall training of each person.

"Our sole focus is on customer service and how to provide the best experience for our guests," says the GEM

The Game Plan

Everyone on staff is ready to greet guests with the same plan:

1. Upbeat, friendly smile
2. Solid eye contact
3. Courteous, polite in every situation
4. Treat everyone how we want to be treated
5. Our guests are like family, part of the team

Secret shops reflect morale and offer chances to pump each other up. The secret shop results almost always track with rough patches in the season, but the GEM uses it as a rallying point to remind his team that they can't control what's happening on the field, but no matter what they represent the team.

