

IDK

ELIMINATE "I DON'T
KNOW" FROM YOUR
GAMEDAY STAFF'S
VOCABULARY

CHECKLIST

This guide will help you plan different strategies to empower your frontline staff to resolve issues and answer fans' questions correctly when the question is asked... making a better gameday experience for your fan.

PRE-SEASON TRAINING

- ✔ INVITE ALL STAFF - Even people who don't have a true, direct guest facing role on gameday can benefit from being included in this training. Consistency is key. If a frontline employee makes a decision that supports the lessons in the training, but their leader has not gone through the training, it is possible that the non-frontline employee could counteract that decision because they have not been exposed to a consistent approach.
- ✔ MAKE IT A BIG DEAL - Give out free swag or prizes in the training. Host the training in a unique location that re-inforces your brand, like an exclusive suite that many have only heard about. Kick the training off with a guest speaker, like a high ranking administrator or coach. Show your staff that you care!



- ✔ FREE FOOD - "But we don't have budget for this!" Stop making excuses, and go talk to your MMR or sponsorship team and get one of your quick service partners to sponsor the trainings for value in kind. Give the sponsor a quick shout-out at the beginning, let the audience know "the sponsor values customer service so much" they wanted to be a part of this training and serve all in attendance. If you are going to ask your employees to care about your fans, you need to show how much you care about your employees first, and free food is an easy win.
- ✔ INVITE THIRD PARTIES - It is fine to have separate trainings for different job functions, as long as they are technical in nature. As most campuses have elements of gameday that are outsourced, the value of one consistent overarching service training cannot be overlooked. What better way to make your third-party partners actually feel like part of the family than having them sit side-by-side with your staff as they go through training together.

PRE-SHIFT MEETINGS

- ✓ PROVIDE TEMPLATES - Create a consistent template for all groups to input their own information. If you have a clean, organized way for communicating information in meetings, share that template with all of the parts of the organization. You all have the same end goal.
- ✓ MAKE IT FUN- Just like a coach gives their pre-game speech to their players, it's not all tactics. There is a lot of hype and inspiration in those messages- give your team a reason to go hard.
- ✓ SERVICE REINFORCEMENT - With all of the operational messages, be sure to include service reinforcement. Highlight one of your service standards, go into some detail about what it looks like in action and let frontline employees know you will be looking for that standard.
- ✓ RECOGNIZE YOUR STAFF - Tell a story from the previous game that both re-enforces that standard as well as recognizes the employee. This shows other employees they too can replicate the recognized behavior, and they might even get recognized themselves.



LEADER WALKS

- ✓ 3RD PARTY PARTNER WALKS Instead of outsourcing a function of your operations and just assuming they are protecting your brand, walk around with their GM during the game. Ask them to point out what they see going well, and what needs improvement. You will quickly get an idea of what is truly important to them and if you are on the same page.
- ✓ ADMINISTRATOR WALKS I have been on too many campuses where administrators never walk the stadium or arena concourses during the game. When I used to work at Walt Disney World, our SVP's would spend at least one day per week walking their operation, talking to leaders and frontline employees to get a true feel for the experience.

RECOGNITION

- ✓ UNIFORMITY - Though all of your staff will never be wearing exactly the same thing (security should be clearly identifiable from every other staffer, for example) you can still create a sense of “togetherness” At Disney, no matter our costume, when you saw our Walt Disney World name tag, you knew we worked there and could create happiness for you. For including third parties into your brand, this is incredibly important. They typically are some of the first representatives of your brand a customer will interact with, yet they often are not wearing any of your team’s gear. While they have a much more transient workforce, and we can’t expect you to outfit every third party staffer, there are plenty of low-cost accessories you can provide to make the third party staffers feel a part of your team. You’ll be amazed at how much a simple button and “welcome to the family” can mean to someone.
- ✓ CATCH PEOPLE DOING THINGS RIGHT - Recognition cards are a great, low-cost way to recognize your team. If you can’t pull off recognition cards, simply make it a goal to catch at least 5 staff members “doing things right” during the game, walk up to them and tell them “thank you” for that specific behavior



- ✓ COLLECT GREAT SERVICE STORIES - Task your managers to collect at least one example of great service from their team, and have them turn it in with their game notes. Share the best of these stories through the department and celebrate your wins. Additionally, this weekly process ensures each manager has stories to share at their pre-shift meeting the following week. As humans, we are wired to learn from story, and studies have shown we retain information far better when taught through story. These stories allow your front line staff to say “I could do that!” and lets them know that they can do things for fans that aren’t exactly spelled out in their job description. It also is another simple metric to show senior leaders your team is creating success.

RESOURCE GUIDES

- ✓ EASE OF USE - Don't overthink this. If you have to squint to read the font, it won't get used during the game. Function over design here.
- ✓ FAQS - Because you operate constantly evolving events, this FAQ sheet should be a reflection of how often you make tweaks to your events. As components to your events change, so should your FAQs. Every organization will have their own FAQs according to their unique situation and fans needs and wants.
- ✓ STADIUM AND GATE MAPS - I am a season ticket holder with multiple sports teams, and I would not be able to tell you what number gate I enter through. The more complex your ticket and gate process is, the more you should highlight this. With many of your stadiums having recruit-specific, opposing fan-specific or student-specific gates, your gate staff should have the resources handy to know which gate to send people to. Do NOT expect your team to memorize these gates, or you are setting yourself up for failure. And we all want to avoid hearing "I don't know which gate, maybe the one over there?"



- ✓ PARKING - Even if fans seldom ask where a specific parking lot is once they are inside the stadium, it is helpful to be able to empathize and have a full understanding of what it means when a fan says "I walked all the way over here from the Green Lot!"
- ✓ CONCESSIONS - "Do you have any gluten free options?" It's 2019 people, gone are the days where we only sold hot dogs, hamburgers and popcorn. Some of our stadiums have authentic, local favorites, craft brews, or "get it here only" novel items that our fans love. These options exist in our stadiums to help draw our fans in and give them another reason to get off the couch and come to the stadium to watch the game. Shouldn't each and every employee know what these options are and where to find them? Again, don't assume your employees will memorize every peice of information after telling them once. Give them the resources they need to create memories for your fans.