



119

Customer Experience

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Director

Tacoma Venues & Events

PRE-CLASS ACTIVITIES

- 1) Fill Out the Slip of Paper at your Seat with the Best & Worst Company for Customer Experience in each Category

Go to
www.menti.com

2)
Enter the code
8131 1615



Or use QR code

Venue Management School – Year 1
June, 2026

AGENDA

- Why Customer Experience Matters?
- Customer Service vs. Customer Experience
- How Do We Build the Foundation?
- How Do We Enhance the Experience?
- How Do We Know We've Built a Good Experience?
- Modern Customer Experience
- Final Thoughts

The Business Case for Customer Experience

- Satisfied customers tell 3-5 people. Dissatisfied tell 10+
- We only hear from about 4% of dissatisfied customers
- 68% of customers leave because of an attitude of indifference
- 95% of customers who complain will return to your venue if you resolve their issue
- Customers who complain, and have their issue handled to their satisfaction, are up to 8% more loyal
- Cost to win a new customer vs. retaining one can be as high as 20:1

Customer Service is...

- Simply doing whatever it takes to satisfy or exceed customers' expectations.
- A differentiating factor between us and our competitors.
- Entirely in the eyes of the customer.
- The cornerstone to business success.

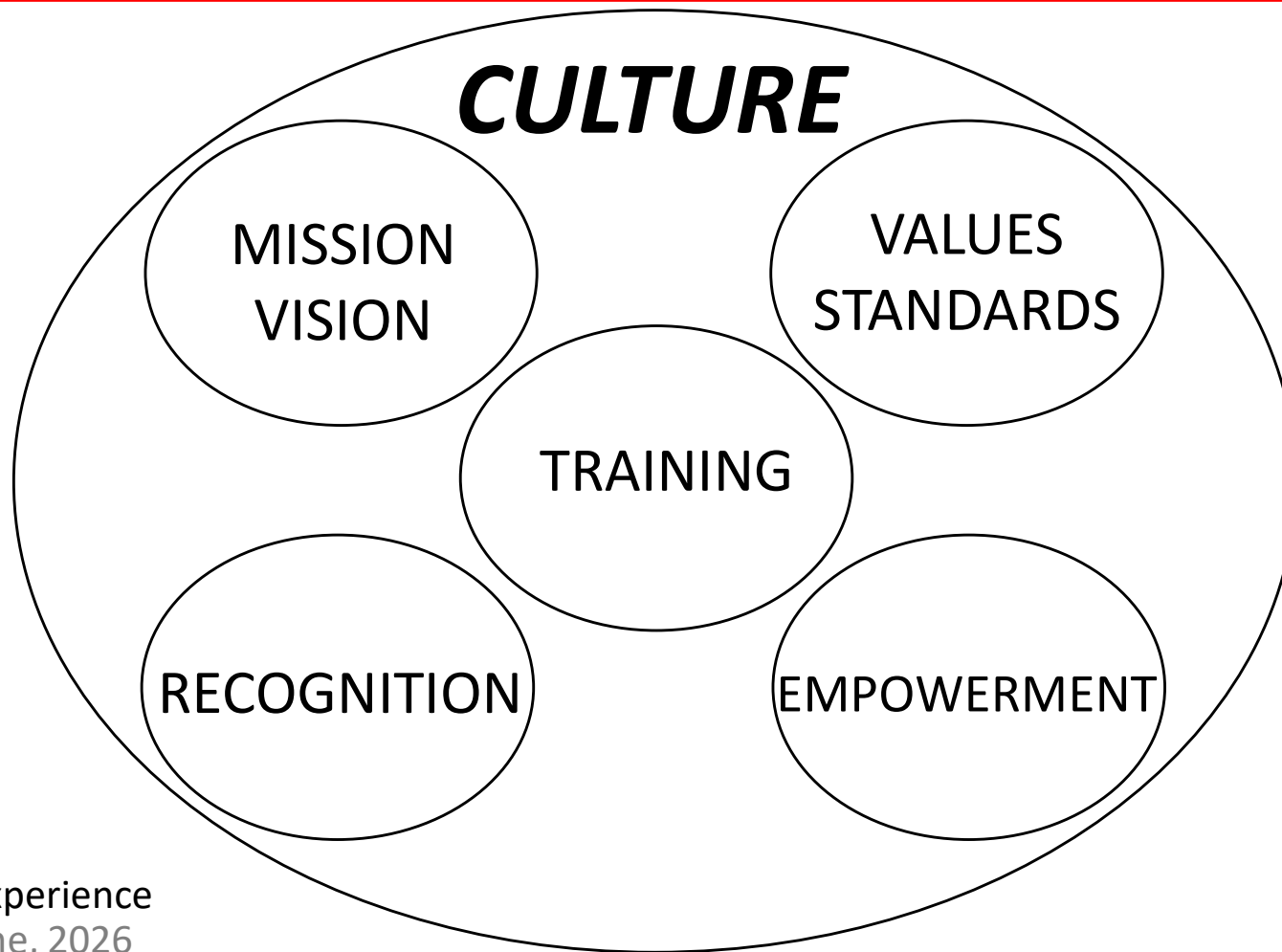
Customer Experience is...

- Everything related to a business that affects a customer's perception and feelings about it
- The relationship between a business and its customers
- Encompassing all the interactions between your brand and customer
- Entirely in the eyes of the customer

Customer Engagement is...

The ongoing cultivation of a
relationship between the company
and the consumer that goes far
beyond the transaction

How Do We Create Good Customer Experience?



The Platinum Standard



MISSION:

"The Walt Disney Company's objective is to be one of the world's leading producers and providers of entertainment and information, using its portfolio of brands to differentiate its content, services, and consumer products."

THE STAFF OF LIFE



Training

- Make it fun
- Use attractive packaging
- Build training around group interaction
- Build your employee's self esteem
- Focus on Fundamentals
- **BE SPECIFIC**



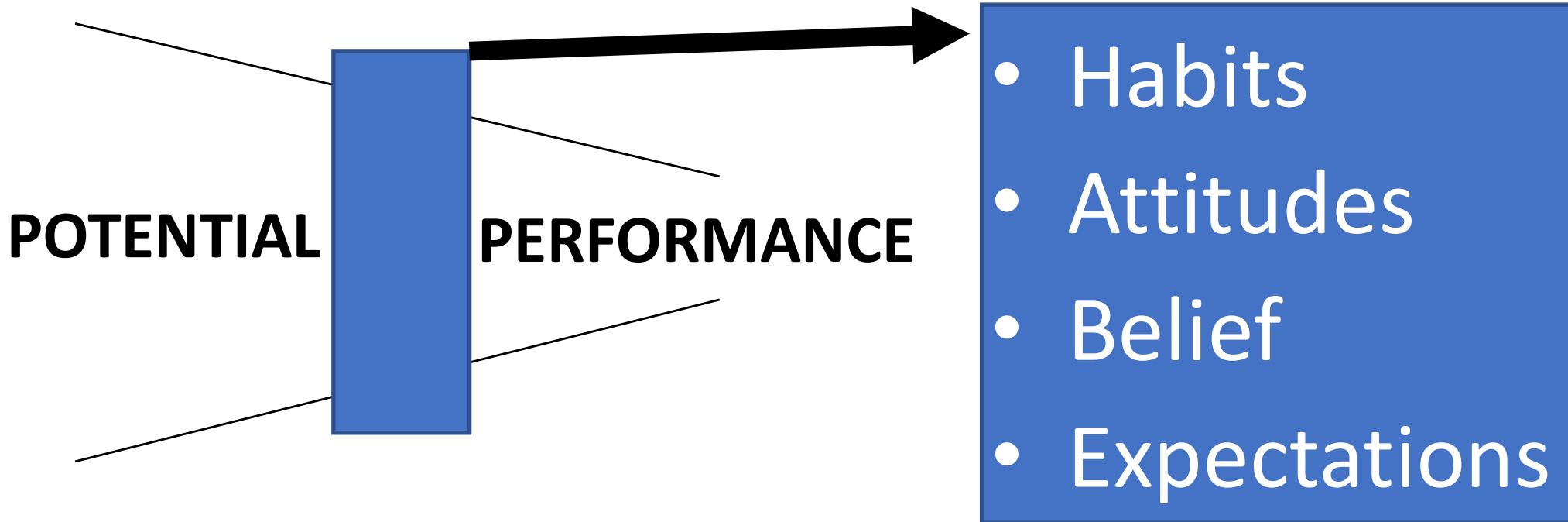
Empower & Recognize



“Management must not only support the front line, but it must trust it as well.”

- Celebrate the smallest success
- Do it often
- Do it in front of all staff
- Don't forget the big successes

CULTURE



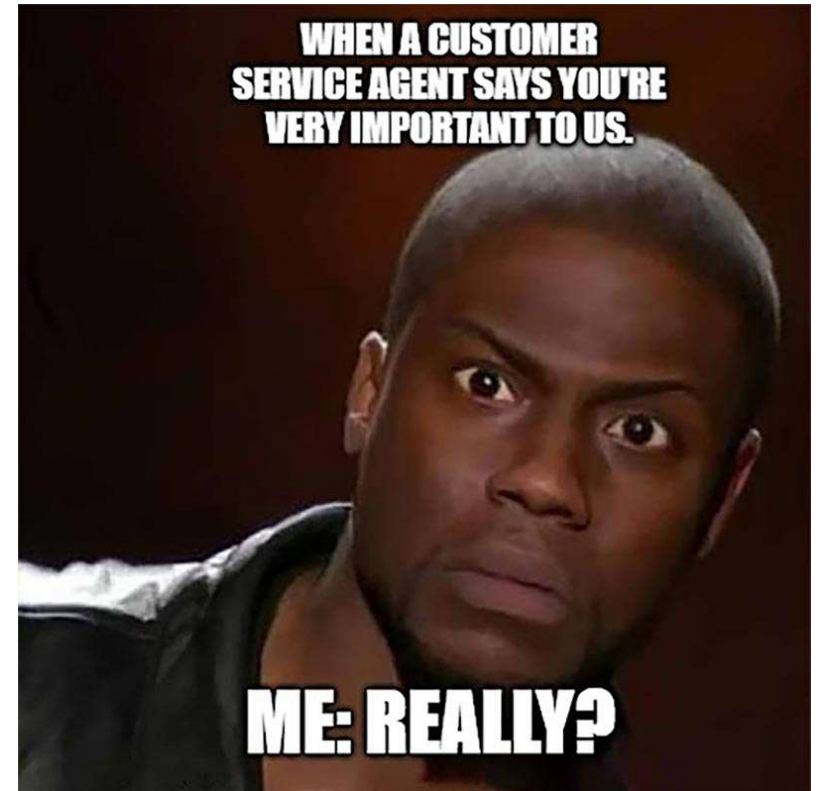
GUEST EXPECTATIONS

DELOITTE'S STADIUM EXPERIENCE REPORT

- Safe, Comfortable, Clean Venues
- The view to match their expectations
- High quality production
- Exciting Atmosphere

GUEST DESIRES

- To Feel Welcome
- To Be Heard
- To Be Comforted
- To Feel Important



GUEST COMPLAINTS

- They feel ignored or overwhelmed
- They feel they have to defend themselves
- They feel poorly treated in the past
- They have waited too long for service

Ruby Newell-Legner, CSP

CUSTOMER UTILITY

- **Anticipated:** how much you expect to gain
- **Experienced:** how much you gained
- **Retrospective:** what you remember

CUSTOMER JOURNEY MAPPING

Event Life-Cycle Touchpoints

- Pre-Event
- Ingress
- Event
- Egress
- Post-Event



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CUSTOMER JOURNEY MAPPING

- **Eyes** contain two-thirds of all the sensory cells in a sighted person's body.
- Researchers believe that **smell** is the sense most powerfully linked to emotion, with over 75% of our feelings being generated by odors.
- Along with sight, **sound** accounts for 99% of all brand information presented to consumers.
- **Taste** is considered the most personal sense. Researchers have found that our individual taste preferences are 78% dependent on our genes.
- **Touch** enhances interaction with a brand's products. Holding products can create a sense of ownership, triggering "must-have" decisions.

MEASURING THE CUSTOMER EXPERIENCE (CX)

- Customer Experience Analytics (CX Analytics) is the collection, processing, and evaluation of customer data to measure and ultimately improve CX.



HOW DO WE KNOW WE HAVE GOOD CUSTOMER SERVICE?

KEY OPPORTUNITIES

- Customer / Employee Surveys
- Secret Shopper Programs
- Operational Data Gathering
- Social Listening
- Digital Engagement Tracking
- Online Reviews
- “Walk the Talk”

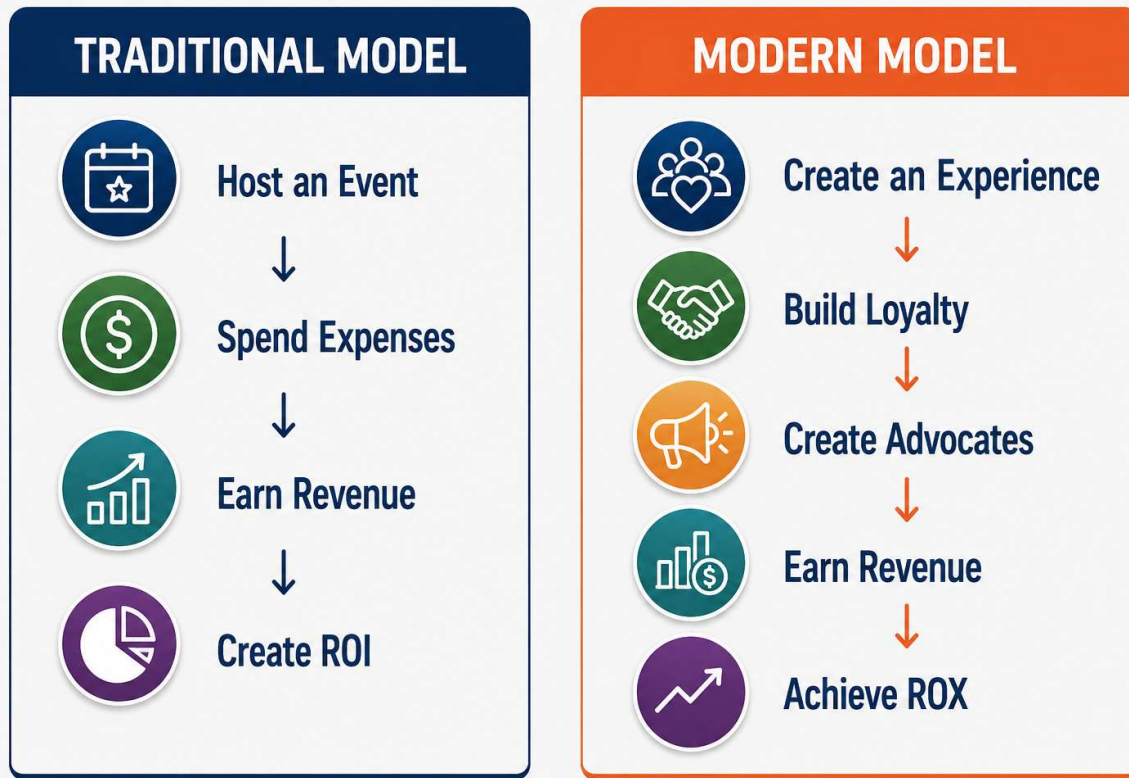
HOW DO WE KNOW WE HAVE GOOD CUSTOMER SERVICE?

Utilize Partner Companies & Industry Research

- “89% of companies now expect to compete mostly on the basis of customer Experience.” — *Gartner Research*
- 86% of consumers would pay more for a better customer Experience — *SalesForce*
- 76% of millennials say having a more social theater going Experience is a primary motivator for buying tickets. — *National Endowment for the Arts*
- 42% of meeting attendees want to socialize via social media while 74% want to connect face-to-face. — *The Experience Institute*

HOW DO WE KNOW WE HAVE GOOD CUSTOMER SERVICE?

Return on Investment (ROI) vs. Return on Experience (ROX)



HOW DO WE KNOW WE HAVE GOOD CUSTOMER SERVICE?

MEASURING OUR ROX - USING KPIs

- | | |
|----------------------------------|--|
| 1. Conversion rates | 10. Bounce rate |
| 2. Churn | 11. Blog/newsletter/content subscription |
| 3. Lead generation | 12. Click-through rates for calls to action (CTAs) |
| 4. Customer acquisition costs | 13. Traffic growth |
| 5. Customer lifetime value | 14. Time on site |
| 6. Adoption | 15. Brand awareness |
| 7. Advocacy | 16. CUSTOMER EFFORT SCORE (CES) |
| 8. ENGAGEMENT | 17. NET PROMOTER SCORE (NPS) |
| 9. New versus returning visitors | 18. Customer satisfaction |

CUSTOMER EXPERIENCE IN THE 21st CENTURY

A Whole New World



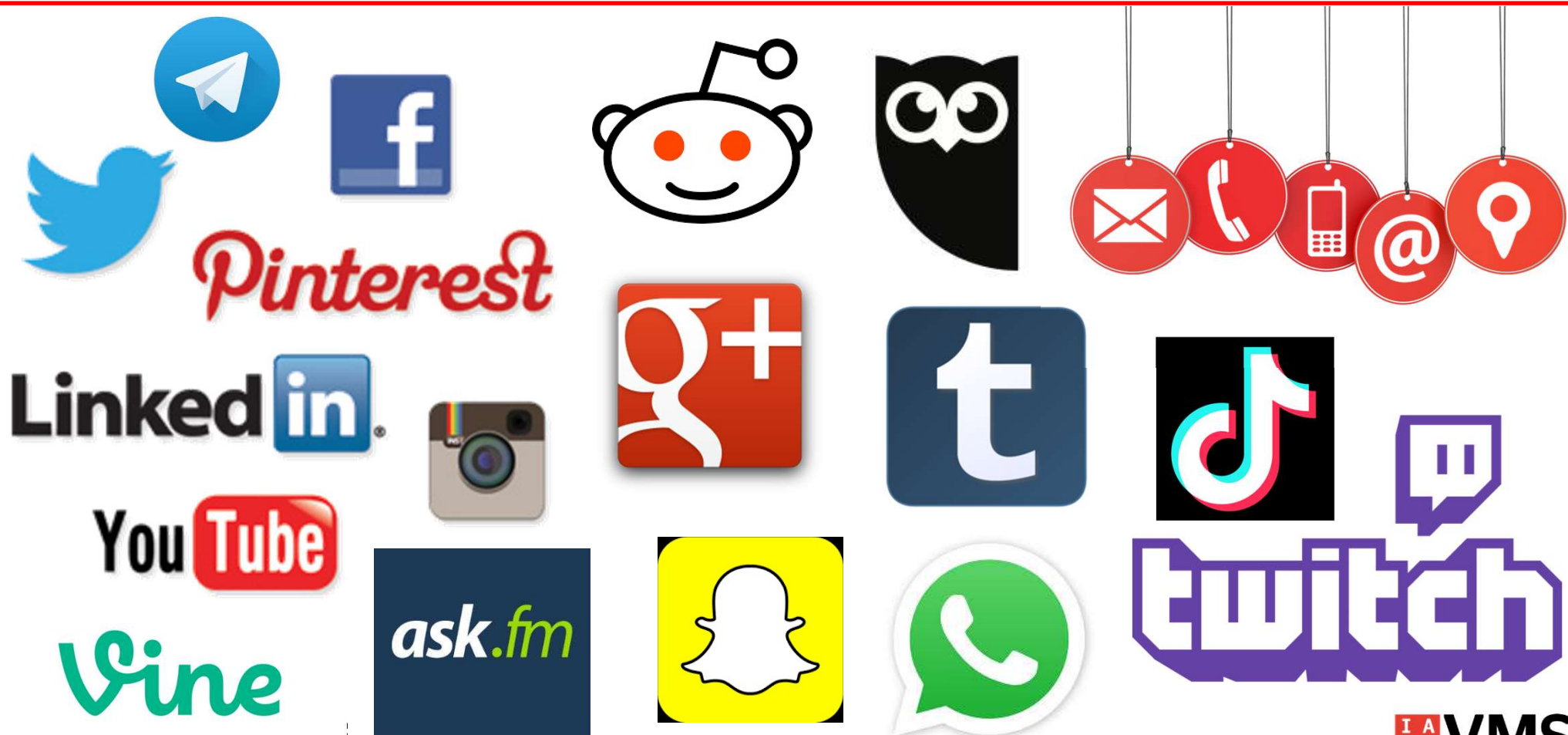
CUSTOMER EXPERIENCE IN THE 21st CENTURY



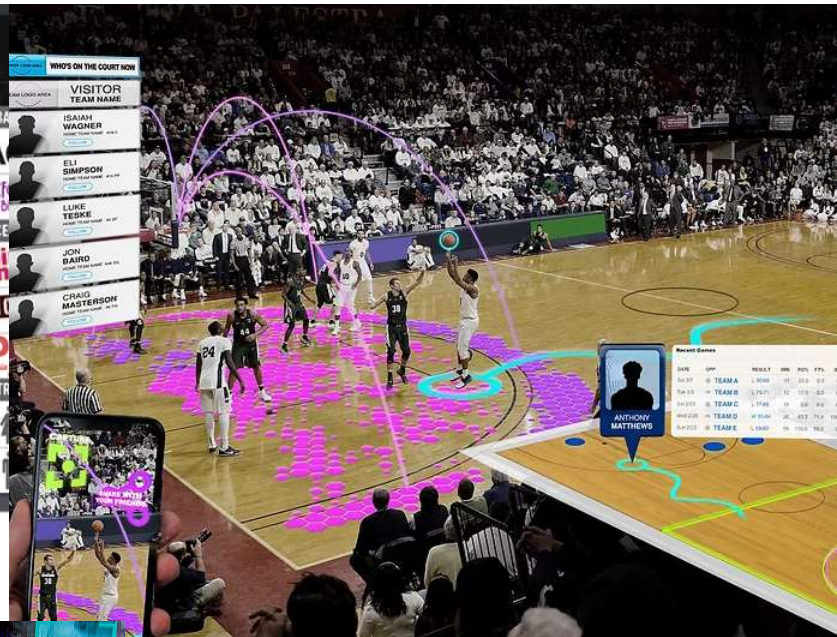
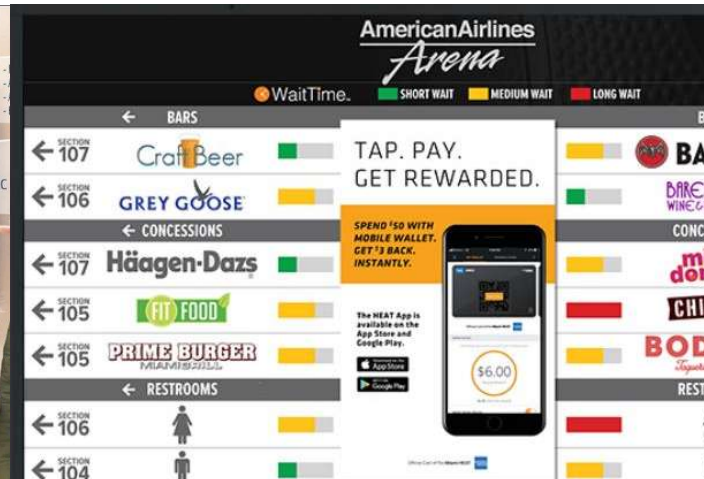
Population	76M	65M	83M	69M	47M
Identify Non-White	29%	39%	43%	50%	53%

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CUSTOMER EXPERIENCE IN THE 21st CENTURY



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EVIL QUEENS ARE JUST DISNEY PRINCESSES WHO
WORKED IN CUSTOMER SERVICE TOO LONG



BizDoodles®

THE CUSTOMER EXPERIENCE



"You can pretty much get bones everywhere.
I just love the atmosphere here."

I A
V M

Thank you!

Please remember to fill out the survey

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