



## Creating a Positive Fan Experience

### SITUATION

The owner of the Porterville Rock Hens, a Double A baseball team, received the results of a recent study performed by the team's marketing department. It indicates that the fans attending games gave the employees at the ballpark a poor rating for customer service (averaging a score of just 3 out of a best possible 10). Clearly the owner is disappointed in the findings and much improvement is necessary. You and your partner own a consulting agency dedicated to helping businesses improve their customer service and the Rock Hens owner has just contracted your company to help the team in this area. Your task is to develop a training program for all the employees and identify other areas where the Rock Hens ballclub can improve their customer service efforts. You will be responsible for presenting your plan to the Rock Hens owner and staff.

Rock Hens staff background: While most employees have been with the Rock Hens for over two years and know their duties, they need to improve their dedication to creating a positive experience for fans at the ballpark and going above and beyond to provide quality customer service.

### INSTRUCTIONS

Areas to consider when developing your plan:

- The Rock Hen company philosophy for customer service
- The goal of customer service
- The importance of good customer service
- Explanation of how to turn service into sales
- Methods of dealing with customers in a positive way
- Methods and role play techniques your team can use to train employees
- The positive attitude mindset for all team employees, from parking to ticketing to phones to concessions and beyond

You will have 30 minutes to prepare, and 15 minutes to present your plan to the president (judge) and answer any questions that may come up.

### STUDENT BENCHMARKS

1. Reinforce the importance of open and free communication.
2. Explain the nature of positive customer relations.
3. Describe and explain standards for staff behavior.
4. Development of a thorough plan, including goals, training and evaluation.
5. Demonstrate a customer-service mindset.