



Marketing doesn't end when the customer arrives at the facility. Ensuring a premier customer experience is critical to exceeding expectations, building loyalty, and spreading word of mouth - the most valuable form of marketing.

## Customer Points of Interaction - General

45 POINTS OF INTERACTION	RATING (1-5)
<b>DIGITAL TOUCH POINTS</b>	
Excellent Reviews Online (emphasis on Google Reviews / Yelp / TripAdvisor)	
Positive Media Coverage in SERPs (search engine results pages)	
Strong and modern branding	
Professionally designed, easy to navigate, photo-rich website	
Mobile-Friendly Website with an easy user experience	
Clean, easy-to-use online bookings/sales system	
Clean, easy-to-use gift voucher system	
Steady, consistent stream of social media content on Facebook & Instagram	
Quick to respond to inquiries through social channels	
Email communications with guests (comprehensive information / well-written)	
Quick with e-mail response (under 24 hours)	
Google Ads - Professional and well-targeted	
<b>OFF PROPERTY TOUCH POINTS</b>	
Professionalism on the phone	
Business signage/branding	



45 POINTS OF INTERACTION	RATING (1-5)
<b>ON PROPERTY TOUCH POINTS</b>	
Presentation of the Parking Lot (orderly, well -signed)	
Landscaping	
Presentation / Cleanliness of Reception	
Efficient check-in procedures	
Presentation / Cleanliness of Business	
Warm and friendly check-in. (good first impression)	
Well-mannered, well-dressed, polite & attentive staff	
Cleanliness of Bathrooms (early morning and late afternoon)	
Music (not too loud / or possibly offensive)	
Attention and communication with guests while waiting	
Wait times for product or service	
A clean and comfortable space / environment	
Strong Closing with Guest (shaking hands, presentation of certificate by instructor)	
WiFi Connectivity	
Games Activities for Waiting Guests	