



## **Pre-Season Discussion MSAA Survey**

Fall 2013

# Background

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Recently a cross section of area owners and managers were surveyed by the Midwest Ski Areas Association as to their perception of the Patrols at their areas and how they felt our service could improve.

Area managers were unanimous that we are an important asset to their business and they are very satisfied with the standard of our first aid training and the level of our first aid skills.

However, as with all things in life, we have some areas in which we can improve:

- Showing up for our shifts promptly
- The level of our Skiing and Riding skills
- Being ambassadors for the area and creating a positive guest experience

# Promptness and Preparedness for Shifts



Obviously, this challenge varies by resort and day and shift. Hill Leaders/Hill Captains have the responsibility for monitoring their shift and ensuring compliance.

Perception is reality however, so we must also work to make sure management knows that we are there. Things we can all do:

- Be completely suited up and on the hill at the beginning of your shift.
- Be the first up the lift in the morning
- Hill Captains check in with the area management at the start of each shift.
- Be sure to be visible in the beginner areas that may be next to the Lodge
- Introduce yourself to other area staff as you start your shift
- If your shift is going to be missed, be committed to lining up subs in advance

# Skiing and Riding Skills Development

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While area managers saw this as an area we can still improve -- it was less an issue than in the past. So our efforts to enhance our skiing and riding skills are paying off!

However, the public and area management are watching you on the hill. A wide variety of resources are available to enhance your personal proficiency:

- Get involved in local patrol on-hill clinics and training
- Ask your local training team for personal help
- Take a private lesson from your local ski school
- Participate in Region and Division Toboggan Enhancement Seminars, Ski Enhancement Seminars and Snowboard Enhancement Seminars

# Promoting a Positive Customer Experience

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An engaged customer who has a positive experience is what drives revenue for any business. We can play our part in our resorts' success by making sure every guest has a "Great Day."

Your appearance says a lot. The area management and the skiing public will judge your competency in a large measure by the professionalism of your appearance and attitude.

**Project a positive image and energy.**

**Be helpful, be polite and be professional.**

# Promoting a Positive Customer Experience

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## Some simple things you can do are:

- Provide excellent first aid services and safety advise.
- Make eye contact and smile.
- Look approachable, happy and interested.
- Engage in guest interaction. Be assertively friendly and keep conversations positive.
- Ask them how their day is going. Listen and help when appropriate.
- Ride with customers up the chair (avoid red jacket clustering.)
- Be proactive in helping guests. Anticipate needs and offer assistance. Help them when they fall, look for those that look 'lost.'

# Promoting a Positive Customer Experience



## Some simple things you can do are:

- Don't "pass the buck" to others to solve guest challenges. Don't point toward the lost and found -- walk them there yourself.
- Keep a neat/clean appearance. Patrol jacket should ALWAYS have a nametag.
- Go out of your way to interact with guests in a positive manor. If we have to be "the police," try to calmly and privately explain the consequences of the behavior you are trying to prevent—don't just yell "slow down!"
- Be seen as a good sheppard of your resort, pick up that wrapper off of the ground, etc. People and management notice these things.

**Can we all commit to do this?**