

Attitude, Appearance...Results

To thrive today in any market, every effort needs to be made to establish new, and maintaining, strong customer relations. That's pretty obvious, but what specifically should be done to continue operating successfully? We believe there are 2 important areas to focus on.

The first and probably the most important ingredient is 'attitude'. That is the attitude of every single employee. Bingo is a customer relations business more so than most. And success means a steady stream of customers in your hall every day. The single most important element in developing and maintaining, not just good, but great customer relations, is perceived employee and management attitudes. Most customers want to perceive that they are patronizing a business that cares about them and their needs. That perception is established almost exclusively through their interactions and observations of the management and staff. The strength of that perception is the difference between a customer never returning, or referring their family and friends. It is a critically important factor that management, and employees, should be focused on every day.

So let's get to the 'how to'. Simply, it starts with hiring the right people. The clear focus should be on hiring people who actually enjoy serving and helping other people. In this case your customers. Develop a hiring questionnaire that helps reveal who these people are. Simple truth, not only will hiring the 'right' people improve your customer relations, but less staff management time will be required. An added bonus is having a good group of employees to choose from for advancement. (They need to have smarts for good management.) The point here that needs to be made is, as like most things, you get what you pay for. Good quality people who are long term loyal need to be paid commensurate with their contribution to the company. This is not the place to cut corners. This is exactly where you want to invest in the future success of your business. It's established that bingo is a customer relations business. It is vitally important to invest smartly in the 'relations'. A gut check question that should be ask: Is Bingo profitable enough today to afford the quality of employee they need.

Even good quality employees will not flourish in a poorly managed environment. The attitude and actions of management have a very big impact on both customer and employee relations...And here is the key to all of this. It is important that both these groups perceive management to be actively working, daily, to make the player experience in the hall the best it can be. You want your employees to be proud to work in your hall, which in turn will make them better at their jobs improving the player experience. And, you want customers to be satisfied that they are patronizing a business that makes every effort to treat them fairly and with respect. That is the basis of a long term relationship. A management team that is perceived to be smart, hard working and diligent about making the hall the best it can be, will not only impress it's customers, but, in most cases, will motivate the good quality employees to 'keep up'. →

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Continuing to Make Bingo a Popular Entertainment Choice

One of the best, indirect ways of creating customer satisfaction and loyalty, is to have the appearance of being successful. Do that by projecting optimism, looking good (facilities, employees, etc.), and functioning on the floor at the highest level of coordination and organization and it will be easily recognized. Highly motivated employees create this perception naturally. Another area of focus should be player communications. Bingo requires a great deal of continuous communications with the players. All of this communications needs to be clear, timely and look professional. The goal, if you will, is to have the appearance of a well organized, managed and successful operation. Beyond the obvious benefits, the subconscious message sent to every customer and employee is... 'We Care About You!'. Everyone appreciates that, and not only will it make the hall a place customers want to play, but also a place employees want to work.

Halls that follow this approach diligently, will meet the challenges of today's competitive entertainment environment and will be survivors.

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