

WIN OR LOSE - It's Up to You and Your Crew to Make it a Positive Experience

WIN OR LOSE - It's Up to You and Your Crew to Make it a Positive Experience

Let's face it, some people might find it a little intimidating to walk into a bingo hall for the first time and 'figure out' how to play. The comfort a player might experience in a casino by remaining anonymous and playing familiar games is not what a bingo player might experience. More interaction with the hall employees is required just to get started. The main mission of any bingo hall is not only to make the new player buy-in process as easy and pleasant as possible, but also to make their total experience a positive one - win or lose. Here is some good information to share with your employees...in your newsletter would be good. Something like this:

In addition to making this new player want to come back, we also want them to have such a good time that they want to share the experience with their family and friends. Here's what we need to do every day to make this happen... First thing, quite simply, is to be genuinely friendly. Show an interest in each new player as a person. Talk about things unrelated to bingo, be complimentary, courteous and above all remember their name and use it. Introduce new players to other friendly players. Explain clearly how to use the bingo guide, paper, electronics, boards, etc. Make sure that they know that they can call on you or anyone else on your team for assistance at any time. In short, make them feel like a welcomed guest in your home. Everyone benefits from this conduct including you. Having new players enter the bingo hall is one of the main goals of our marketing efforts. To make the most of this positive result of our marketing, we have implemented a process to help ensure maximum return.

The process you have in place to accomplish this should result in such a positive first experience that the players become an arm of your marketing efforts and return with other new players. (A suggestion of this process will be part of the next article in this series.)

Jenynne DeNoble
BJ's Bingo
Fife, Washington
www.bjsbingo.com