



The Guest Is Never Wrong

but not always right...

Presenters

Joseph
Hernandez
Adler Planetarium

Mary Potter
Discovery Space of
Central Pennsylvania

Erick Orellana
Chabot Space & Science
Center

Adler Planetarium

- The First Planetarium in the US
- Mission: To connect people to the Universe and each other under the sky we all share.
- Host approximately 600,000 guest annually



Discovery Space



- We are opening a makerspace for to extend the interest life our visitors
- Mission: to provide engaging science experiences that spark creativity, curiosity, and imagination
- Host approximately 32,000 guests annually

Chabot Space and Science Center

- Host to three observatory domes : 8-inch & 20-inch refracting telescopes, along with a 36-inch reflecting telescope which form the largest observatory complex free for public viewing in the Western United States
- Mission: Chabot's mission is to inspire and educate learners of all ages about the Universe and Planet Earth
- Host approximately 175,000 guests annually



Who are we

Erick Orellana - Visitor Experience Manager at Chabot Space & Science Center for 3 years. Prior to working in the museum field, over 5 years of Operation retail experience.

Mary Potter - Visitor Experience Manager at Discovery Space for two years. Started working at Discovery Space as a part time front desk receptionist.

Joseph Hernandez - Manager of Guest & Member Services at Adler for 3 years and customer service since 2000.

You?



Guest Expectations

- Gas Station
- Tim Hortons
- Marriott
- Science Center?

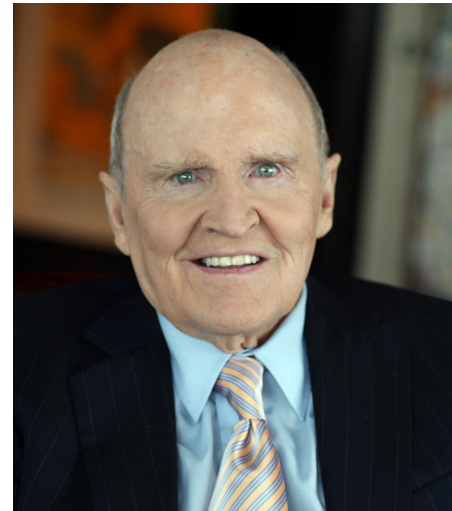




Image via Facebook

“Everyone talks about building a relationship with your customer. I think you build one with your employees first.”

- Angela Ahrendts
Senior Vice President, Apple



Handbook3 (https://commons.wikimedia.org/wiki/File:JackWelch-Apr0212.jpg), JackWelch-Apr0212 (https://commons.wikimedia.org/mediawiki/3.0/Digitalart)

“Before you become a leader, success is all about growing yourself. After you become a leader, success is about growing others.”

- Jack Welch
CEO, General Electric

Creating a Culture of Staff Safety



- Radio Codes
- Removing oneself from a situation
- Proving tools and empowerment

Scenarios, Methods, and Tools



LAST is First

Listen

- Acknowledge their concerns and show you understand.

Apologize

- Express regret for the effect of what occurred, not the cause.

Solve

- Present a solution that is agreeable and ensures a future visit.

Thank

- Thank the guest for allowing you to make things right.





Adjust Guest Expectations



Weather/other unscheduled closures

Scenario Recap

- Chabot is home to the Bay Area's premier observatory complex
 - These telescopes are available for our day time visitors as well as our night time guests who come for our free telescope viewings on Friday and Saturday.
- Guest from all over the Bay Area come to visit our complex for a multitude of reasons.
- The complex and its availability are dependent on the weather of the Oakland Hills.
 - Heavy fog and rain are common occurrences that result in complete closure of the Observatory complex.
- Weather can result in an abrupt closure of one of Chabot's biggest draw as a Space & Science Center

Weather/other unscheduled closures

Resolution

- The observatory complex at Chabot is one of its premier attractions but, weather can sometimes result in the center losing one of its major spaces.
 - Partnering with our staff astronomer to create messaging about when/why the observatory complex was closed.
 - This provided our staff with knowledge to properly communicate with our guests beyond just stating that it is closed.
 - Creating concise and clear messaging for our visitors
 - Having proper signage both at the ticketing area and at the entrance to the outdoor observatory deck.
 - Provide guests with alternatives
 - With the observatory deck closed, we also found having one of our astronomers stationed near the area to take questions or to inform our guests of closures
 - Train frontline staff to provide other activities that align with the visitors' interests.

Issues with sponsorships

- A woman visiting with her grandchildren was upset that we offered an all girls summer camp and did not offer an all male summer camp
- We explained where the sponsorship came from and what it was for
- We informed the visitor on how to donate or become a sponsor if she was interested and thought it was a necessity for us to have an all male summer camp

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Setting Limits

- Remember that you are in charge of the situation
- Ask the person to stop the behavior
- Use soft but direct language
- Stay calm
- Set Limits using an “If... Then” statement
- Specifically, identify behavior and consequence
- Have to follow through on consequence if necessary

Setting Limits Worksheet

- For each scenario use the template to determine the behavior and consequence
- Remember that there may be multiple appropriate consequences for a given situation
- Discuss with a partner how you would handle the situation
 - Be supportive of your partner’s choice
 - Did you have different consequences?



When Things HEAT up

Hear Them Out

- Come prepared to listen and help
- Allow them to vent, let them finish

Express Understanding

- Restate what you heard
- Acknowledge the negative emotion they are feeling

Apologize

- Say “I’m sorry” for the effect of what occurred (if applicable)
- Keep it brief

Take Action

- Offer an alternative
- Contact another department or supervisor (e.g. GE)

Overtly Friendly Member

Scenario Recap

- The Frontline staff sold a membership to a patron who recently moved to the area
- The member began to come in once a week and over time became very friendly with the frontline team
- As the member visited the center more and more, we were informed by one of the associates that the member would end up staying at the ticketing desk just talking to them as they attempted to work and check in other patrons.
- The situation then escalated as the member would then bring gifts in the form of food/coffee to that one associate and would ask for them if they would arrive and not see them at the desk.

Overtly Friendly Member

Resolution

- Once informed by our associates about the member, we took the following steps towards resolving this important issue.
 - Informed our Membership Manager about the member to keep them informed about our situation
 - I spoke to the member directly about hanging out at ticketing and politely spoke to him about how his constant presence was disrupting not only our associates but also, incoming guests.
 - As the member continued to visit, it became clear that our discussion did not have the desired impact as our associate became more and more uncomfortable whenever they would arrive as they would now bring gifts.
 - At this point we prevented the member from interacting with them by assigning other duties away from the ticketing desk.
 - Discussions were held with the Security team and the membership team and the decision was made to immediately terminate their membership.
 - They were informed upon their next visit.
- The comfort and safety of our associates is of our utmost importance and actions were taken once informed by the associate of what was transpiring with one of our members.

ADA Compliance

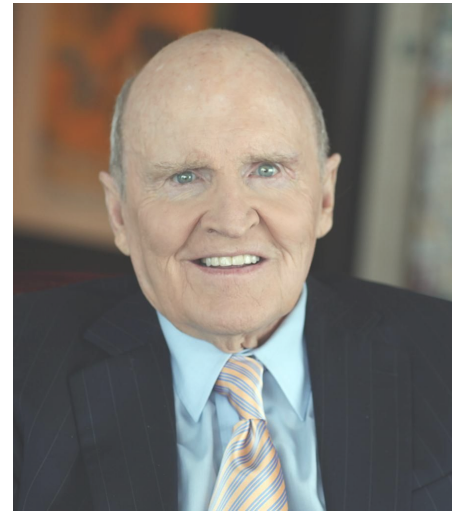
- A child with a feeding tube and his caregiver entered our private classroom without permission
- We addressed the family and asked them to move to another private location in our science center.
- Caregiver became offended and left the museum
- Hours later the parents of the child came into our science center to confront the Assistant Director
- The ED and lawyer on our board met with the family
- We revoked their membership



Image via Facebook

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ADIX
Alicia Thompson

ADIX
Mark Thompson

ADIX
Mark Thompson

ADIX
Mark Thompson

Contact Us

Joseph Hernandez

 jhernandez@adlerplanetarium.org

 <https://www.linkedin.com/in/jhhernandez/>

Mary Potter

 mary@discoveryspace.org

 <https://www.linkedin.com/in/mary-potter-147634104>

Erick Orellana

 eorellana@chabotspace.org

 <https://www.linkedin.com/in/erick-orellana-5b9b268a>

