

The Moments That Matter

The Keys to Providing Amazing Customer Experiences
in a High-Demand and High-Competition World



Friday, April 30 | 10:30am-noon | Held on Zoom
Preceded by WILS Monthly Board Meeting 10-10:30am
Free for WILS Members | \$15 for non-members
Register today at chiwomen.org

With customer expectations constantly on the rise, how are park and recreation organizations supposed to keep up? While good customer service and quality facilities and programs are important, the most successful organizations are improving the entire customer experience, starting before customers even walk through the door. During this fast-paced and fun webinar, we'll talk about what "good service" means to today's customers and why it may not be enough to keep customers loyal to your organization. Using a series of questions that will help you step out of your job description into your customers' shoes, you'll have the opportunity to start brainstorming ways to eliminate pain points, anticipate and proactively address customer barriers and stressful moments, and inject surprises and elevated experiences that take what's already great and make it even better.

About our Presenter:

As President of Recreation Results, Bobbi Nance works with parks and recreation organizations across North America to capitalize on trends, create strategy that's both practical and impactful, find value in data, and push innovative thinking to increase their impact in the communities where they work. Bobbi combines her knack for numbers with a passion for people to tackle those tough (and sometimes intimidating) topics in a fun and approachable light while still focusing heavily on creating results. For over 15 years, Bobbi has been providing workshops and webinars for regional, state, and national conferences and schools, including NRPA, Athletic Business, and American Camping Association, as well as on-site and virtual training for parks and recreation organizations. She also serves as an instructor at Oglebay's Revenue Development and Management School and NRPA's Director School.

