

Implementable Customer Service Ideas for Venues

This document was created by and for NIVF's independent venues. Compliments of:

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- Enhance the guest experience by sending a thoughtful pre-show email that outlines expectations and provides helpful information for the upcoming show.
- Create a welcoming lineup space outside the venue, where guests are greeted by management or security who brief them on upcoming expectations, chat with them to get a sense of the crowd and make them feel comfortable before even entering the doors.
- Train your security team on the specific show and venue (perhaps by sending them an email prior to the show and/or having a pre-show meeting) to ensure they provide not only a safe but also a comfortable environment for guests.
- Show your commitment to inclusivity by following ADA laws and practices, creating a welcoming environment for all guests to enjoy.
- Provide peace of mind to guests by having coat check attendants suggest they take a photo of their paper coat check numbers, just in case they lose them during the show.
- Simplify the guest experience and reduce confusion by keeping the bar menu clear and concise, avoiding an overwhelming number of options.
- Show that you care about all guests' comfort by providing a variety of non-alcoholic beverages at the bar.
- Train your bar staff to check in with the guests, instead of just handing them their beverage. A simple "how are you enjoying the show?" can go very far.
- Demonstrate your commitment to maintaining a high standard of cleanliness and presentation by encouraging your staff to take pride in good hygiene.
- Continuously improve the guest experience by having certain staff members (such as ushers or bar staff) do regular bathroom checks and venue laps, picking up trash, wiping down surfaces, and checking on patrons who may be in less frequented areas.