



2024 USBC CONVENTION

EXPERIENCE
is everything

Customer Service Experience...

...And Why it Matters

A **Future** FOR
THE **Sport**

Agenda

1. Why it's important?

2. Ways your associations provides customer service.

3. Ways we can improve it.

- Visual direction
- Online experience
- In-person experience

Customer Service & Retention

Brands Excelling In Customer Service

Forbes.com's "Best Customer Service List"

01

Companies make or break brand loyalty through customer service—whether through convenience, speed, positive interactions with employees or quick resolution of problems. Doing it well brings customers back again and again.

02

This list recognizes the companies that consumers say excel in this area.

Brands Excelling In Customer Service



Brands Excelling In Customer Service

Why do we share this?

01

Growth/Business support only happens when service is good, people are happy, and operations are smooth & consistent.

02

Retention has led to their growth

Customer Service



Niketown Denver



Customer Service Tip

Customer Service



Customer Service Tip



2024 USBC CONVENTION

E•X•P•E•R•I•E•N•C•E
is everything

Your Association's Service

A **Future** FOR
THE **Sport**

USBC IS A SERVICE ORGANIZATION

Customer Experience Is Your Customer Service

Visuals and Direction

Service Experience Examples

01 Visuals and Direction

02 Online Presence

03 In-Person Experience

Visuals and Direction



Visuals and Direction



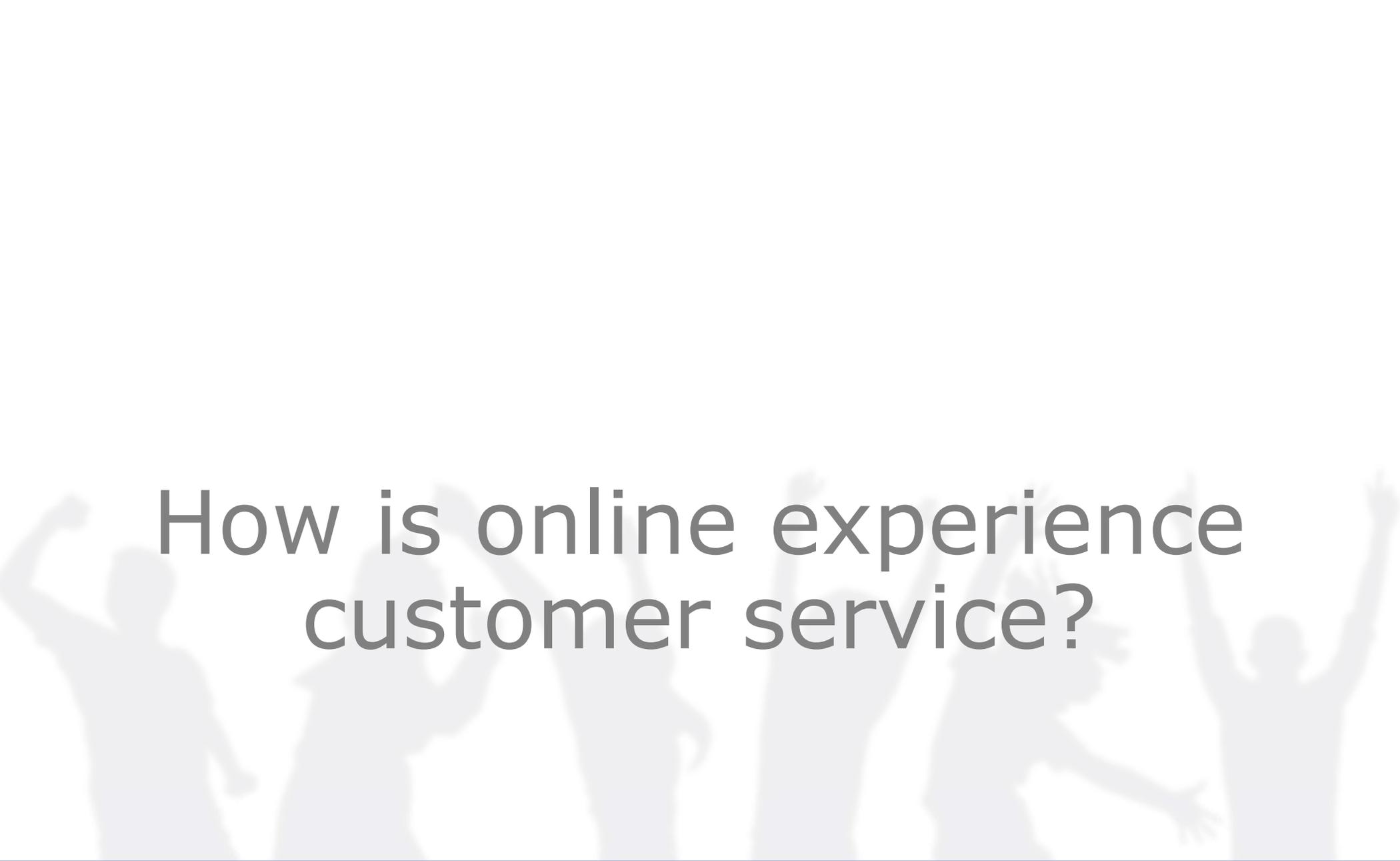
Visuals and Direction







Online Experience



How is online experience customer service?

Google



Online Experience



Mike's Phone



Arrod's Phone

Online Experience

01

Jarrold's Labor Day Tournament Experience

02

Live Results (Brackets & Standings)

03

QR Code (Facebook & Onsite)

04

Defined cutoff on link

How does this
relate to you?

Online Experience

01

www.IsYourWebsiteUpToDate.com

- Current info
- Relevant info
- What do they want to see?
- Mobile Responsive

02

Facebook

In Person Experience

In-Person Experience



In-Person Experience

Governing & Service



In-Person Experience

Governing & Service



In-Person Experience

01

Customer Service can build relationships

02

League secretary relationships

- Entrusted with league funds
- League secretary concerns

03

The more service you provide, the stronger the relationship gets

Summary

- USBC is a service organization at all levels
- Your bowlers' experience, and in turn retention, is impacted by the customer service you provide
- Ways your association can improve its customer service for next season
 1. Improve onsite interactions with better body language
 2. Dedicate some thought & funds into onsite signage
 3. Review website & social media

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Maya Angelou

Chinese Proverb

- If you want happiness for an hour, take a nap.
- If you want happiness for a day, go fishing.
- If you want happiness for a month, get married.
- If you want happiness for a year, inherit a fortune.
- If you want happiness for a lifetime, help somebody else.



2024 USBC CONVENTION

EXPERIENCE
is everything

Customer Service Experience...

...And Why it Matters

Mike.Larsen@bowl.com Jarrod.Gallegos@bowl.com

A **Future** FOR
THE **Sport**