



GULF SHORES & ORANGE BEACH TOURISM

Alabama's White-Sand Beaches

Building a Customer Experience Strategy

By: Joe Veneto

Today's Consumers



**“Your Brand is what other people
say when you are not
in the room!”**

Jeff Bezos, Amazon



I. Experiences & the Marketplace

Delivering Unforgettable Experiences:

- Today's Consumers
- The E.Q.
- The X.Q.
- From Customer Service → Customer Experience

Today's Consumers



Today's Consumers



The Expectations Quotient

What are your customer's expectations?



The Experience Quotient

What is your Experience Quotient?



From Customer Service → Customer Experience

What can you do to move from Customer Service to Customer Experience?



Emotional Bank Accounts

Customer connections



Emotional deposits

Customer Commercials

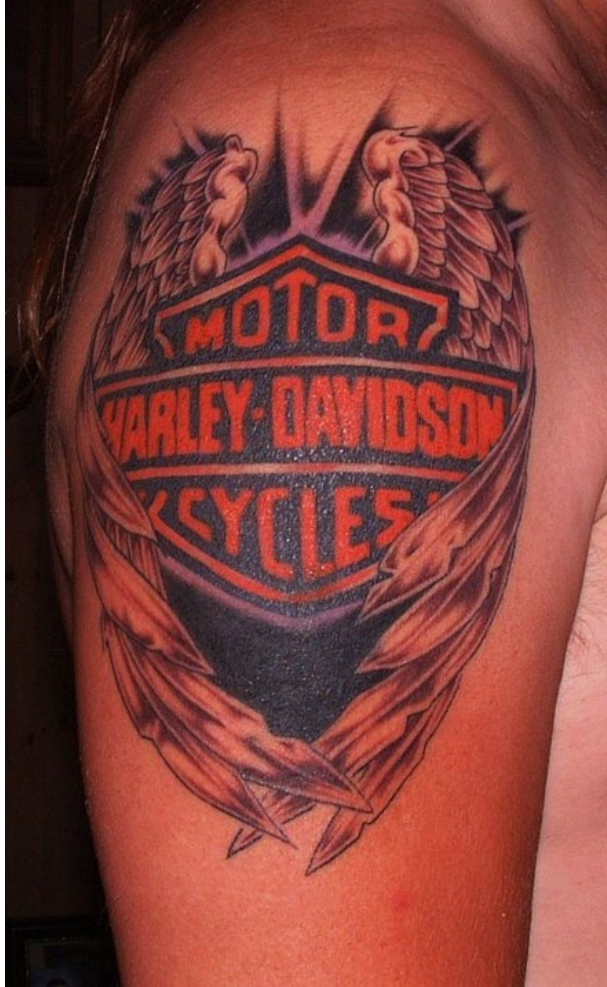
The Buzz...



Consumers evaluate experiences based on connections and their emotional bank accounts



Visitors to Brand Ambassadors & Sales People



The Gulf Shores & Orange Beach CX Strategy

- Grow the tourism economy of our destination by driving visitor **spending, length of stay and repeat business.**
- Build new offerings that support **growing your shoulder seasons** (spring, fall and winter)



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The Gulf Shores & Orange Beach CX Strategy

- Elevate relevance of our Industry Partners and our visitor experience: Make it more **human, sensory, immediate, emotional and immersive.**
- Increase Visitor Engagement & Programming - **Visitor Center Lecture and Demo series** (winter season)



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Your CX Strategy

What are the elements of your Customer Experience strategy?

- Externally
- Internally





MISSOULA INTERNATIONAL AIRPORT

JOHNSON BELL FIELD

flymissoula.com

Come to Missoula
The Heart of Montana



vision
ATD

2

celo

↑ * CONCESSIONS
↑ * ALL GATES
↑ * RESTROOMS

EXIT

STOP
HERE

Team History
For more information on the team's history, please visit the team's website at www.teamhistory.com. The team's history is a testament to the team's dedication to the community and the team's commitment to excellence.

II. The Customer's Journey

Transaction → Engagement:

- Online
- Over the phone
- Face-to-face

II. The Customer Journey

Your Customer Journey

- Dreaming
- Shopping
- Purchasing
- Anticipation
- Experiencing
- Remembering
- Advocating

Your Engagement Strategy:

-
-
-
-
-
-
-

Dreaming



Shopping



Purchasing





Anticipation

Experiencing



Remembering



Advocating



U2822AQbillm
Rogersville,
Alabama

99 9

Reviewed yesterday

Peaceful small town with a big beach

The welcome center is a great place to get information about the area that you wouldn't find just looking around. They will tell you where to go and what to see according to your family's needs. The staff is very helpful and friendly.

Date of experience: December 2018

Thank U2822AQbillm

ALGulfCoastCVB, Guest Relations Manager at Gulf Shores Welcome Center, responded to this review

Responded today

Thank you for stopping in to see us. We are glad you found everything you needed. Make sure to see us on your next trip to the area.



McCunes
Lansing, Michigan

16 4

Reviewed 1 week ago via mobile

Make This Your 1st Stop!

Make this Welcome Center a priority when you arrive to Gulf Shores. You can expect to find very helpful staff, extremely useful materials and great tips to help you make the most of your Gulf Shores visit!

Date of experience: January 2019

Thank McCunes

ALGulfCoastCVB, Guest Relations Manager at Gulf Shores Welcome Center, responded to this review

Responded 6 days ago

We are glad you were able to get the materials you needed for your vacation. We are here 7 days a week to serve you.



Romines812
Houston, Missouri

99 24

Reviewed 3 weeks ago

Gulf Shores Visitor Center

Stopping at visitor's centers are always a good idea. Not only are they clean bathroom spots and many have free coffee, the workers, many times volunteers, have a wealth of area knowledge you won't find in brochures. They know about local spots and activities you... [More](#)



Your Customer Engagement Strategy

What is your engagement strategy during each stage of your Customer Journey?



III. The Experience Formula



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NATIONAL MUSTARD MUSEUM







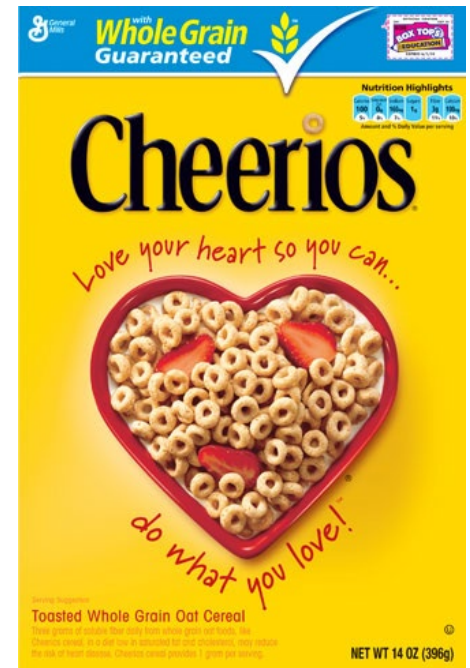
FOCI Glass Arts



FOCI Glass Arts



FOCI Glass Arts, Minneapolis

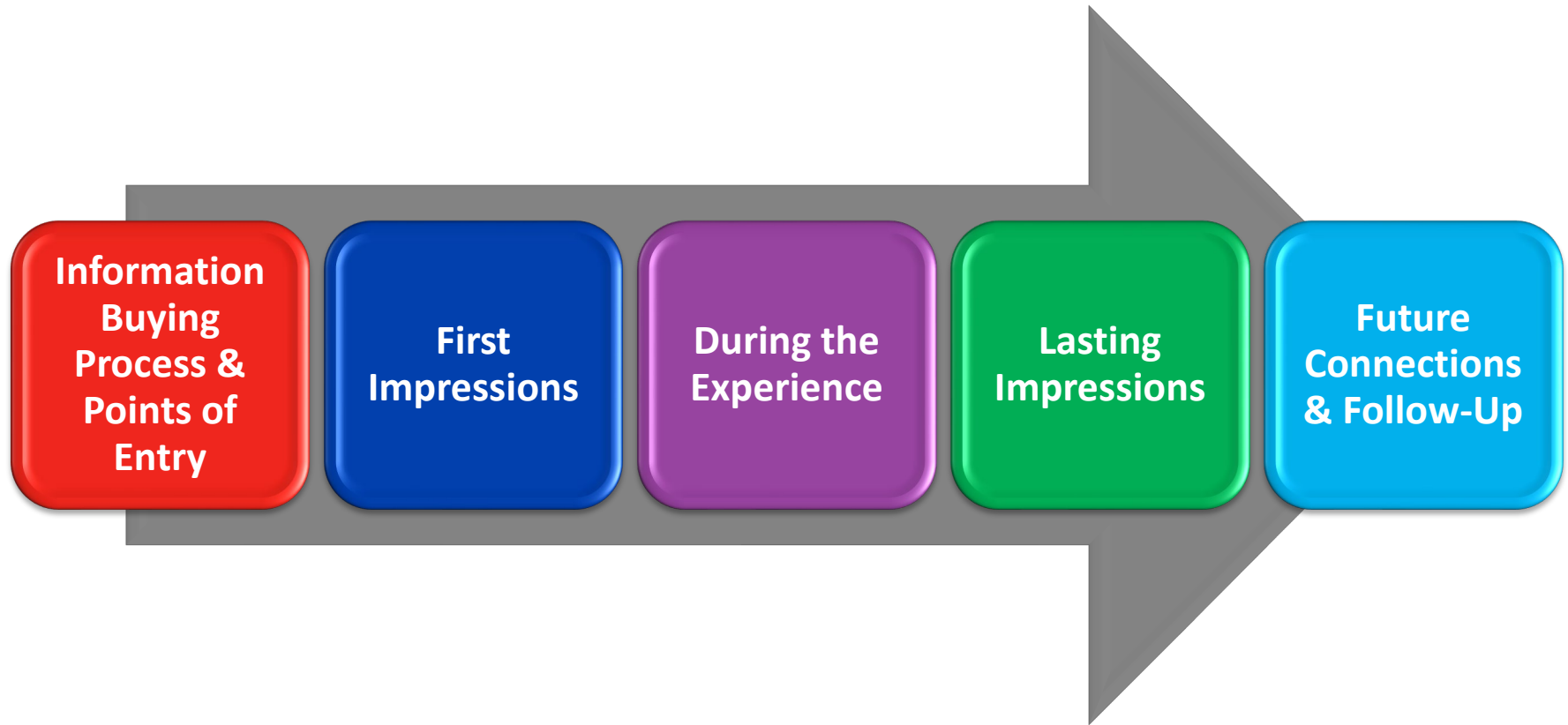


III. The Experience Formula



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IV. Five Stages of Customer Connection



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American Airlines



Hilton Hilton





Dear Joe -

Thank you for taking the time to share your recent experience with me. Poor execution on our part. Again, my apology.

Nice to know your other stays have been much better.

Thank you for your Hilton loyalty and I hope we have a chance to meet on your future visits to Houston.

Jacques

Five Stages of Customer Connection

- Information Buying Process, Points of Entry
- First Impressions
- During The Experience
- Lasting Impressions
- Future Connections & Follow Up

Experience Notes:

-
-
-
-
-

Customer Connections – Overall Rating (+/-)

V. Gulf Shores & Orange Beach Experience Lab

- Experience Lab Goals
- Experience Lab Partners & Experiences
- Market Segments for Experiences
- Project Timeline



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Experience Lab Goals

- Provide partners with product development expertise
- Build new experiences that grow shoulder season
- Update existing products in a compelling way



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Experience Lab Goals

- Focus on four categories:
 - Nature/Outdoor Adventure
 - Arts & Culture
 - Retail and Signature Attractions
 - Fitness/Wellness



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Experience Lab Partners & Experiences

- Fort Morgan
- Gulf Coast Zoo
- G.S.P. Nature Center
- High Cotton
- The Lodge at G.S.P.
- LuLu's
- Orange Beach Concierge
- Reel Surprise
- Wild Native Tours
- Young's Suncoast

Fort Morgan



Fort Morgan



Gulf Coast Zoo



Gulf Coast Zoo



G.S.P. Nature Center



High Cotton



High Cotton



The Lodge



Est 1974
The Lodge

**AT GULF STATE PARK
A HILTON HOTEL**

The Lodge



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GUMBO LOVE

Recipes for Gulf Coast Cooking,
Entertaining, and Savoring the Good Life

LUCY BUFFETT

FOREWORD
BY THOMAS
McGUANE



LuLu's



Orange Beach Concierge





REEL SURPRISE

ORANGE BEACH, AL

Wild Native Tours





Vacation Rentals

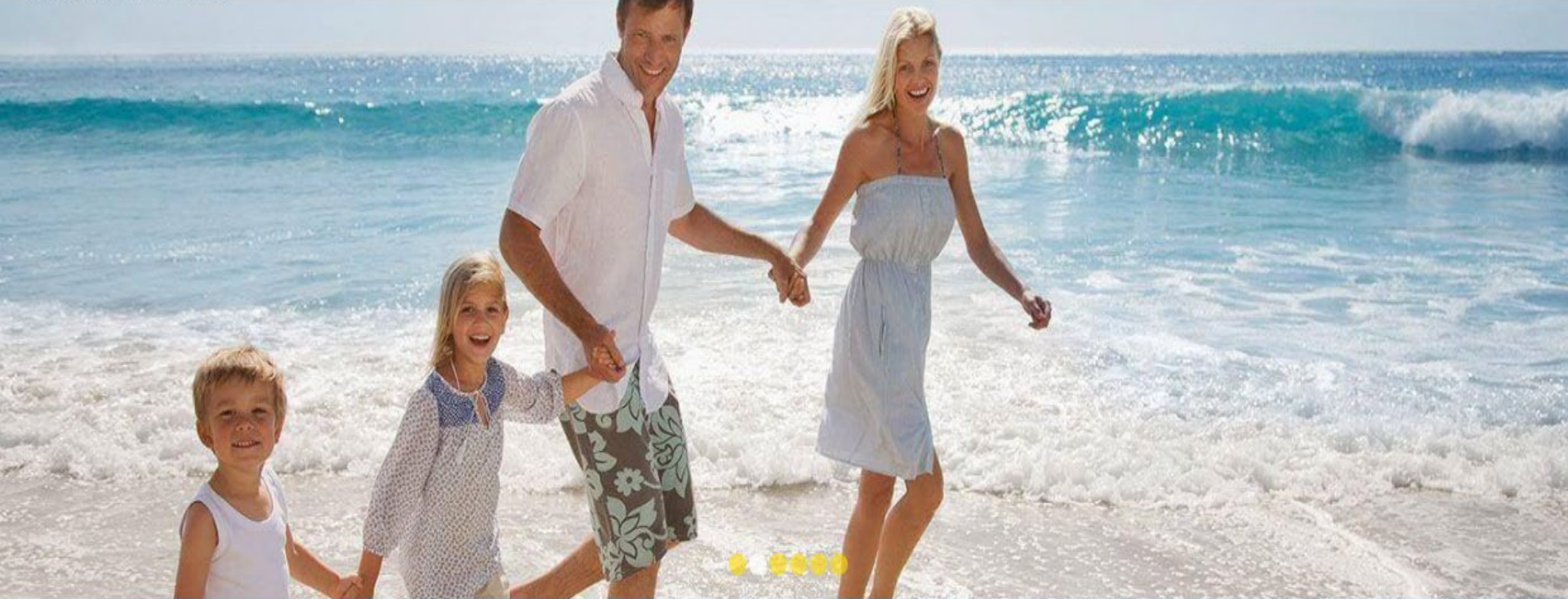
Hot Deals

Property Management

Real Estate Sales

Area Guide

About Us



Arrival

Departure

Locations: Any

Bedrooms: Any

Rental Type: Any

Search

Select a Property:

The Best In Gulf Shores Vacation Rentals!

New Properties

Market Segments for Experiences

- ❖ Leisure Travelers
- ❖ Leisure Groups
- ❖ Conventions
- ❖ Meetings
- ❖ Tour & Travel Groups



Market Segments

❖ Locals & Local Groups

- Social Clubs
- Religious Groups
- Meet-Ups
- Pied Pipers
- Employee Associations



Project Timeline

- October – March 2018/2019
 - Design, Craft, Script & Stage Experiences
- March – April 2019
 - Test Experiences
- May
 - Launch new Experiences

VI. Customer Experience Strategy

Actions to engage your customers:





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Bitters Bootcamp



Bitters Bootcamp



Bitters Bootcamp

