

Trampoline Park Examples:

Cost Effective Customer Service Strategies:

Level 1:

Level 1 - Park Opens In Accordance With Posted Schedule

Level 1 - Staff Are Well Groomed And Dressed

Level 1 - Staff Wear Staff Shirts Appropriately

Level 1 - No Dangerous Objects Are Left Out Like Construction Tools

Level 1 - Staff Are Accepting Of Other Cultures

Level 1 - Staff Are Knowledgeable About The Park

Level 1 - Park Smells Fresh

Level 1 - Bathroom Is Clean

Level 1 - Facility Is Clean

Level 1 - Enough Parking Spaces Available

Level 1 - Nothing Blocking The Open Reception Area Like Customer Bags Or Shoes

Level 1 - Areas To Sit

Level 1 - Pleasant Music

Level 1 - Staff Take Care Of Injured Customers Quickly

Level 1 - Staff Do Not Simply Stand Around Talking, Ignoring Customers

Level 1 - Staff Do Not Offend Customers

Level 1 - Customer Will Be Treated With Care

Level 1 - Park Has Different Attractions

Level 1 - _____ Specific For Your Park?

Level 1 - _____ Specific For Your Park?

Level 1 - _____ Specific For Your Park?

Level 2:

Level 2 - Staff Are Moderately Knowledgeable About The Industry As A Whole

Level 2 - Park Has Free Wifi (More Common In America)

Level 2 - Park Has A Cafe With Basics Like Coffee And Snacks

Level 2 - Park has Latest Attractions

Level 2 - Park Has iPad Sign In, Not Written Paper

Level 2 - Line Ups Are Not Long

Level 2 - Park Is Well Decorated And Has A Theme

Level 2 - Park Has Online Check In Before Entering Park

Level 2 - Check In And Waivers Do Not take More Than 5 Minutes

Level 2 - Socks Are Provided And Included In Price (Not Extra)

Level 2 - Park Has Special Events Being Advertised Clearly

Level 2 - Park Has An Active Social Media Account With Updates

Level 2 - Park Has Easy To Use Website With All Info

Level 2 - Manager Periodically Goes On Floor; Not Staying In Back Office

Level 2 - Park Has Merchandise To Sell Clearly Visible

Level 2 - Park Has A Well Established Theme Congruent With Social Media Strategy

Level 2 - Park Has Lounge Area With Couches

Level 2 - _____ Specific For Your Park?

Level 1 - _____ Specific For Your Park?

Level 1 - _____ Specific For Your Park?

Level 3:

Level 3 - Staff Are Very Knowledgeable About The Industry As A Whole

Level 3 - Staff Constantly Play With Customers And Engage With Parents

Level 3 - Staff Can Teach Basic Skills (Seat Drop, Doggie Drop, Basic Jump Positions)

Level 3 - Cafe That Is Sound Proof For Peace And Quiet

Level 3 - Staff Regularly Organize Games Via Speaker System

Level 3 - Monthly Special Events

Level 3 - Park Engages Customers On Social Media With Give Aways

Level 3 - Park Brings In Special Guests

Level 3 - Park Offers Educational Classes

Level 3 - Park Offers Fitness Classes

Level 3 - Customers Hear About Park Via Radio Station Or TV Or Magazine Etc.

Level 3 - Local Media Coverage In News Paper Displayed Appropriately

Level 3 - Regular Customer Discounts (Bring A Friend, Online Give Aways Etc)

Level 3 - Visibly See Staff Coordinating Floor Plan As A Team

Level 3 - Hear That Staff Is On Break But Still Takes Time To Play With My Kid

Level 3 - Staff Never Sits During A Shift

Level 3 - Signed In Upon Entering If Booked Online With No Line Up

Level 3 - Safety Records Posted On Wall Clear To See

Level 3 - Certifications Of Staff Clearly Visible (IATP, GRT, ASTM ETC.)

Level 3 - Picture Of Staff With Small Bios Clearly Visible

Level 3 - A Highlighted Staff Of The Month

Level 3 - Free Cookies, Snacks, Candies, Etc.

Level 3 - Brochures With Discount Coupons Of Other Local Businesses I May Enjoy

Level 3 - Discounts To Cab Services

Level 3 - Staff Uses My Name During Check In (On Computer Screen)

Level 3 - Chance To Fill Out Customer Service Survey For A Chance To Win

Level 3 - Clearly Visible Marketing Campaign Throughout The Park

Level 3 - Full Healthy Lunch Meals Available In Cafe

Level 3 - Baby Sitting Service

Level 3 - Lots Of Fun Safe Toys To Play With (Skip Ropes, Hoola Hoops Etc.)

Level 3 - Staff Training Videos On Safety Playing Around Park

Level 3 - Videos Of Sports On TV's Around Parks

Level 3 - _____ Specific For Your Park?

Level 3 - _____ Specific For Your Park?

Level 3 - _____ Specific For Your Park?

Level 4:

Level 4 - Full Course Lunch And Dinner Meal In Cafe

Level 4 - A Trampoline Park App

Level 4 - A Membership For Regular Customers

Level 4 - Park Owns Or Sponsors Competitive Sports Teams

Level 4 - Park Displays Research On Safety They have Conducted With Experts

Level 4 - Park Displays They Are A Producing Member On A Government Safety Board

**Level 4 - Park Hires Qualified Traditional Gymnastics Or Trampoline Coaches
(Unique Staff Shirt)**

Level 4 - Park Provides Free Safety Material At Front Counter

Level 4 - Park Has A Trampoline Show Team With Staff

Level 4 - Park Has A Mascot On Weekends

Level 4 - Park Has Complete Fitness Program With A Small Gym

Level 4 - Staff Perform A 5 Minute Show Every Few Hours On Weekends

Level 4 - Park Uses A TiVo Such As "Gym Eyes" So I can Video Tape My Bouncing

Level 4 - Park Has Virtual reality Games

Level 4 - Park Has Attractions I have Never Seen Before

Level 4 - Park Has Full Sports Bar (Depends On Country Laws)

Level 4 - Park Staff Constantly Encourage Large Group Activities And Games

Level 4 - Park Has A "Host" Displayed On TV That 'Talks' To Customers About The Recent News Of The park

Level 4 - Park Displays Customer Service Awards

Level 4 - _____ Specific For Your Park?

Level 4 - _____ Specific For Your Park?

Level 4 - _____ Specific For Your Park?