



# How to create a customer experience journey



# Why Customer Experience Journeys Matter

**80%**

## Higher Retention

Businesses with multiple touchpoints see dramatically improved customer loyalty.

**5X**

## More Revenue

Existing customers spend more than new ones when properly nurtured.

**67%**

## Better Experience

Customers report higher satisfaction with brands that maintain contact.

# The Science Behind Customer Journeys

"Repeated positive interactions create neural pathways that build brand loyalty."

Harvard Business Review found that emotionally connected customers are 52% more valuable than highly satisfied customers.



## Trust Building

Multiple contacts establish psychological safety.



## Emotional Connection

Personal touches create lasting bonds.



## Commitment

Regular engagement increases customer investment.



1

# Post-Enrolment Contact



## Welcome Message

Send a personalised thank you within 24 hours of sign-up.

Include useful resources and next steps.



## Follow-up Call

Make a brief, friendly call within the first week.

Answer questions and build rapport.



## Suprise & Delight

Offer an unexpected token of appreciation.

Makes customers feel valued from day one.

# 2

## Pre-Event Delivery Contact



### Anticipation Building

Send countdown reminders with helpful tips.

Create excitement and set expectations.



### Preparation Support

Provide checklists or preparation materials.

Help customers feel confident and ready.



### Final Confirmation

Personal check-in to confirm details.

Address last-minute questions or concerns.

# 3

## Event Day Delivery



### Welcome Desk & Concierge

All attendees are greeted at a central point where their arrival is acknowledged and marked off.

Staff then guide them to the correct court or activity location.



### Timetable Allowances

A 10-minute buffer is built in to answer questions, address any concerns, and direct people to the registration desk.

This helps reduce confusion and improves flow on the day.



### Registration Desk

Attendees are encouraged to sign up for a term program while their interest is high.

Offers are provided on the spot, helping them commit with confidence.

# 3

# Event Day Delivery *Tips*



- **Create urgency to enrol on the day:**
  - Offer a free Hot Shots racket or shirt for on-the-spot enrolments.
  - Use FOMO (Fear of Missing Out) by visibly giving items to early enrollees to encourage others.
- **Venue presentation:**
  - Ensure the venue is clean, organised, and welcoming.
  - Have a registration desk clearly set up and staffed.
  - Use multiple contact points: greeters, court coordinators, and post-session follow-up.
- **Staffing:**
  - Avoid coaches wearing multiple hats. Have dedicated roles for:
    - Greeting families
    - Running the session
    - Managing registrations
    - Answering questions
- **Timetabling:**
  - Use a structured timetable for the day.
  - Finish sessions early to allow time for parent engagement and conversion.
- **Tangible takeaways:**
  - Give away red stage balls or tennis racquets to extend the experience beyond the court and secure registrations.

- **Social-first experience:**
  - Focus on fun, relaxed, and social settings rather than performance.
  - Include music, BBQs, or drinks to enhance the vibe.
- **Bundling with other programs:**
  - Run POP Tennis alongside Hot Shots or other junior programs so parents can play while kids are on court.
  - Offer family packages or discounts for dual participation.
- **Leverage existing events:**
  - Tie POP Tennis into community events (e.g., fun runs, school fairs) to capture foot traffic and build interest.
- **Pilot through existing socials:**
  - Introduce POP Tennis during existing club social nights to build familiarity.
  - Transition into dedicated POP Tennis sessions once interest grows.
- **Targeted messaging:**
  - Emphasise benefits like fitness, fun and social connection.
  - Use scripts or dot points to help less confident staff communicate effectively.

- **Identify and engage new users:**
  - Assign specific courts (e.g., Court 6) for first-time or casual hirers.
  - Alert coaches to greet and engage these users with info about programs like Hot Shots or POP Tennis.
- **Venue readiness:**
  - Ensure clear signage, working vending machines, and clean courts.
  - Provide easy-to-follow instructions for accessing courts and equipment.
- **Follow-up opportunities:**
  - Use QR codes on signage to direct users to program info or booking pages.
  - Feature local imagery and relatable messaging to build trust and familiarity.
- **First impressions matter:**
  - A well-presented venue and friendly interaction can turn a casual court hire into a long-term participant.

# 4 Post-Event Delivery Contact

Research shows the 48 hours after delivery are crucial. This is when customers decide whether to continue. A single follow-up increases retention by 23%.



## Immediate Thanks

Send appreciation message within 48 hours.



## Feedback Request

Ask for thoughts while experience is fresh.



## Next Steps

Suggest clear pathway for continued engagement.

# Your Plan for Success

1

## Map Your Current Journey

Identify existing touchpoints and gaps in your process.

2

## Implement The Three Key Steps

Start with post-enrolment, pre-delivery, and post-delivery contacts.

3

## Measure Results

Track conversion rates before and after implementation.

4

## Refine & Expand

Add more touchpoints based on customer feedback.

Begin today. Small changes in your customer journey create dramatic improvements in loyalty.



**Thank you**