



BSA VIRTUAL NATIONAL AQUATICS CONFERENCE 2020

Customer Service In Aquatics

Thursday, October 1, 2020

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Agenda – Customer Service in Aquatics

- Setting the context for Customer Service...
- Identifying *your* customers
- Delivery of Customer Service in BSA Aquatics
- Customer service and safety during BSA Aquatics Programs
- Questions



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Setting the Context...

- According to Wikipedia –
 - “Customer Service is the provision of service to customers before, during and after a purchase.” (Product or Service)
 - “Success is dependent on employees ‘who can adjust themselves to the personality of the client.’”
- According to Stew Leonard (founder of a chain of grocery stores) –
 - There are two rules for Customer Service:
 - (1) The Customer is always right, and
 - (2) If the Customer is ever wrong, refer back to rule # 1



Setting the Context (continued)

- Customer Service is a “feeling” – you know how you ‘feel’ when you receive good service and you know how you feel when you don’t...
 - Customer Service is also a “science” – it can be measured (e.g. surveys, net promoter scores) and can be improved...
 - Customer service can be a “brand” – Disney, Amazon, Jet Blue, Ritz Carlton, L.L.Bean, Mercedes Benz
 - In BSA & BSA Aquatics, customer service =
 - Youth retention
 - Volunteer retention
 - Supports the Aims and Methods of Scouting and supports the BSA brand
- And can save lives...**



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Identifying your Customers

- One of the 5 purposes of BSA Aquatics is aiding units in carrying out a safe year-round aquatics program. So, BSA Aquatics customers include:
 - Youth members...girls and boys (Cubs; Scouts, BSA, Venturers; Sea Scouts; Exploring; OA)
 - Unit Leaders & adult volunteers (District & Council)
 - Youth & Adult attendees at summer camp, district and council events offering aquatics activities
 - Summer Camp Staff
 - Youth and Adult participants in Aquatics training & certification programs
 - Parents
 - Visitors
 - Media



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Delivery of Customer Service in BSA Aquatics



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• Volunteers and staff who manage BSA Aquatics programs (summer camp, District/Council activities, Council Aquatics advancement or training/certification courses must be customer savvy...

• understand that *"you never have a second chance to make a first impression"*

• Demonstrate honesty and integrity; the values of Scouting

• Strong communication skills and ability

• Enthusiasm for Aquatics and Aquatics Safety

• Customer service focused:

• Lead by example

• Consistent delivery of programs and services

• Easily demonstrates sense of urgency and willingness to help others

• Understanding the needs of the customer(s)

• Professional, polished and articulate

• Respectful and respected

• Advisor and friend

Great customer service inspires loyalty!

Loyalty = Retention

Customer service and safety during BSA Aquatics Programs

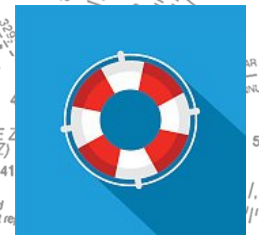
Good customer service does not compromise safety in Aquatics; it enhances safety

• Aquatics Directors in Summer Camps and Instructors of BSA Aquatics certification programs at District and Council have additional considerations:

- Program staff are customers and require the same level of aquatics protection
- Responsible for talent development...recruiting good Aquatics leaders (present and future)
- Enhancing the BSA brand – Quality of program delivered
- Safety is visible to all staff, participants, parents and visitors
- Aquatics areas are clean, neat and organized
- Staff lead by example



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Customer service and safety during BSA Aquatics Programs



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• It's the little things that count...

- Verbal cues: “Guests” vs. “Patrons”; “My waterfront” vs. “The waterfront”
- Visual cues – inviting vs. imposing; smiling vs. frowning; friendly vs. stand-offish
- Vigilant in practicing BSA Aquatics Policies and Practices
- All staff understand the BSA Aquatics Decision Tree; seek to serve
- Team oriented; humble and recognize others
- Readily accept responsibility for mistakes and resolve problems quickly
- Make personal connections with customers

Customer Service in Aquatics

Questions



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