

ENTRY OPS DIRECTOR JOB DESCRIPTION

Job Objective

The Entry Ops Director oversees the admissions team to ensure efficient check-ins, bookings, and exceptional customer service for Texas Laser Combat experiences. This role is responsible for managing staff, streamlining registration processes, resolving complex customer issues, and coordinating with other departments to deliver a seamless and memorable player experience that drives customer loyalty and supports revenue goals.

Main Responsibilities

- Supervise, train, and schedule Entry Ops Specialists to ensure consistent performance in handling reservations, walk-ins, and customer inquiries.
- Oversee the check-in process, ensuring timely and accurate processing of payments, gear issuance, and player registrations, even during peak periods.
- Develop and implement standard operating procedures for admissions tasks to enhance efficiency and customer satisfaction.
- Provide game information and oversee safety briefings to ensure players are well-informed and prepared for their laser tag sessions.
- Resolve escalated customer issues or conflicts (e.g., booking errors, payment disputes) with professionalism to maintain positive relationships.
- Coordinate with the Sales Director to support group bookings, corporate events, and special parties, ensuring smooth registration and check-in.
- Collaborate with the Squad Operations Director to align check-in schedules with game flow and arena operations.
- Monitor and report on admissions metrics (e.g., booking volumes, customer feedback, payment errors) to identify trends and improve processes.
- Maintain accurate records of bookings, payments, and customer interactions using booking systems or Customer Relation Management software.
- Foster a customer-centric team culture, encouraging staff to engage players post-game to gather feedback and promote repeat visits or memberships.

Requirements

- 18+ years old.
- Proven supervisory or management experience, preferably in hospitality, entertainment, or customer-facing environments.
- Exceptional customer service skills with the ability to handle complex or escalated issues tactfully.
- Strong organizational and leadership skills to manage a team and streamline admissions processes.
- Proficiency in booking systems, Customer Relation Management software, or basic computer tools (e.g., Microsoft Office, Google Suite) for managing registrations and records.

*Responsibilities are not limited to the above listed items.

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- Ability to multitask and remain calm under pressure in a fast-paced, high-energy environment.
- Flexible schedule, including availability for evenings, weekends, and holidays to cover peak booking times.
- First aid and **CPR certification** (preferred, or willingness to obtain within 3 months of hire) to support emergency response during check-ins.
- Knowledge of tactical laser tag or similar recreational activities is a plus, but not required.
- High energy, proactive, and detail-oriented with a passion for creating positive customer experiences.