

# Introduction

UAB University Recreation operates with an experiential learning environment centered on the development of students through their leadership and managerial skills. To optimize growth and achieve desired outcomes, a wide array of operational experiences (i.e., conflict resolution, peer supervision, emergency response, and event management) act as teachable moments to develop student staff. “Failing Forward” is a common phrase we utilize at UAB URec, and it encourages students to not only reach outside their comfort zone but to achieve growth through experience.

It is important to understand that “teachable moments” generally come when customer service falls below expectations, but through these experiences, proper training and effective communication, student employees will thrive and become the key to our success.

## Universal Principles of UAB University Recreation Customer Service

UAB URec is built on the universal principles of customer service and professional decorum. Student staff is not only developed, but they contribute to increasing the health and vitality of communities. Through growth and expansion, consistency of quality outcomes will measure our success. While every organization develops its own method of customer service, the following principles are borrowed and adapted to meet our needs in our quest to be the choice of campus recreation users worldwide.

### Principle One – Own It

Exhibiting ownership of the facility we are managing is a desired attribute and largely expected from all employees. However, there must be a balance between this spirit of ownership and personalizing the experience. It’s the freedom to “make it your own” that inspires entrepreneurialism and shines through in the unique ways we serve our customers. To “own it” is to take on the responsibility of completing projects or following through on exceptional service—a promise made every time we accept the commitment to maximize our clients’ investments.

We utilize the following customer service principles to serve our customers uniquely, but always approach every situation with the same high standard of care. This can be practiced by adopting “The Five Ways of Being” technique:

- » Be Welcoming: forge a bond, remember their name, give them a reason to come back again.
- » Be Genuine: show empathy or concern, inquire about their lives, respond to their needs.
- » Be Considerate: be aware of your surroundings and act appropriately.
- » Be Knowledgeable: become a student of your craft and share it with others.
- » Be Involved: in the center, on campus, within the community and our organization.

This simple but effective practice will provide our employees with the parameters to carry out or train others consistently while providing everyone the freedom to inspire others in a way that is unique to them.

### Principle Two – Everything Matters

There is no way to cover up poor quality. Whether it concerns employee behavior or an ill-conceived idea, the impact on customer perception can be devastating. We limit these moments with disciplined thought and action and realize that “everything matters”. Demonstrating good-to-great techniques of disciplined action will produce positive results and allows us to fulfill our purpose. If everyone focuses on the small details and demonstrates a high standard of care, our culture will not allow poor quality to



affect our service delivery. Our reputation relies on the service we provide, so paying attention to the details, no matter how big or small, all matter in our success.

### Principle Three – Do the Unexpected

Serendipity is a word to express a pleasant and unexpected encounter. It is genuine and done with intention. We have all experienced and fondly remember a serendipitous moment at least once in our lifetime, since it most likely surprised us and was tied to a positive outcome. The unexpected is powerful.

Doing the unexpected does not have to be without thoughtful planning and we should utilize resources that are available. Each customer who enters our site locations must be accounted for and we are provided with items such as: first/last name, related family, date of birth, address, phone number, etc. At a minimum, customers should always be greeted by their name and offered a genuine greeting. Furthermore, wishing them a happy birthday or recognizing their frequency of use is an unexpected and kind gesture that brightens their day and improves our retention rate.

An example of great customer service would be if a customer stops a building supervisor and asks where something is in the facility, rather than just pointing them a general direction, the supervisor can say, “Let me take you there!” and walk with them. Or, the supervisor can offer to bring the patron back to the office and introduce them to who they wish to see if that individual is available. Small gestures, taking initiative and going the extra mile can be unexpected in today’s culture, but when they are done with sincerity, the outcome is great and can go a long way.

### Principle Four – Embrace the Resistance

Mistakes can happen, but there is always room for growth, and in our business, what matters most is how we respond when they occur. Under the premise of our student development model, we understand our student employees will not exceed expectations 100% of the time; however, how we manage these “teachable moments” and respond to customer complaints will improve our service delivery for the future. Educating our customers on the experiential work environment that surrounds them and providing training on a continuum, we can effectively manage expectations for everyone involved.

It is important that student staff remember to utilize their resources and find alternative solutions, within their control, to assist customers and provide a positive experience. While there are some customers who may never feel satisfied or stop complaining, they should not be ignored. In fact, we should value their criticism and embrace the resistance in order to learn how best we can overcome it and potentially come up with an alternate solution.

In summary, when mistakes happen and there is opportunity for growth, we have the power to improve a customer’s experience. Our Recreation Center is built on a high standard of customer service, so we must be willing to actively listen to criticism and address these concerns head on with vigor to regain the customer’s trust and grow from the experience.

### Principle Five – Make it Memorable

When we serve our customers in extraordinary ways, we simply do the unexpected and make their experience memorable. As employees, we want to encourage everyone to create meaningful experiences for our customers and recognize the impact these moments have on our success. This means going above and beyond, being there for our customers and acknowledging personal achievements or milestones. This requires our employees to commit to developing relationships with our customers. It starts with a simple hello and a genuine smile, but it goes beyond that into welcoming

them back from vacation or asking them how their trip was. These relationships, especially for our student employees, have blossomed into educational and professional gains through the social interaction and demonstration of certain skills. Some students ended up having patrons as their professors or advisors. Others received letters of recommendation from patrons for future scholarly or career-driven endeavors.

---

## Etiquette & Manners

### Greetings and Closings

Greetings and closings are vital to creating a positive and memorable experience for all patrons and visitors to your facility. Greetings set the tone and create the initial impression for each and every customer visit. It is also the first opportunity we have to engage the customer and exceed their expectations. Closings are the last opportunity we have to make the customer's experience outstanding and set the stage for the next visit. Closings also have the power to make or break a positive customer experience. An excellent greeting or closing incorporates several simple but impactful characteristics:

- » A friendly, happy and genuine tone
- » Welcoming and professional word choices
- » A smile
- » Welcoming body language and eye contact
- » Full attention given to whom you are speaking
- » Make it personal
  - If you know the common trends of an individual, be sure to address that. Do they get a towel every day? Do you know they are attending a class or just attended a class for the first time? Follow up with them on their experience.

#### Examples of Greetings Include:

- » "Welcome to **"UAB University Recreation"**
- » "Welcome back, XX, glad to see you again."
- » "How's your day going?"
- » "Is there anything I can assist you with?"
- » "Do you have any questions about XYZ that I can help answer?"

#### Examples of Closings Include:

- » "Thank you for coming, we look forward to seeing you next time"
- » "Thank you for visiting the **"UAB University Recreation Center,"** have a great day."
- » "You're Welcome" or "My Pleasure"
- » "Happy to help"

### 5-15 Rule

When interacting with customers and visitors, especially when they're first arriving, a useful technique is the 5-15 rule. This rule stipulates that when a customer is approaching, at 15ft. away staff make eye contact and smile, and by 5ft away a greeting message is under way. Find trigger points in the facility to use as guidance for this. Ex: the pole in the lobby is 15 feet away, this sign by the desk is 5 feet away.



## Presentation

Our high standard of quality customer service starts as soon as our guests enter the building and see us. So, it's important for staff to put their best foot forward, starting with a clean and professional appearance. All sites have uniforms specific to their facility for various staff positions. But in general:

- » Staff should avoid wearing clothing unsuitable for work: skirts, cut-off shorts or sweats, frayed jeans, leggings, clothing with holes, another university's apparel, and clothing with distracting or inappropriate language and imagery.
- » Shirts should be tucked in while working on the clock to look polished and put-together.
- » Proper care of work apparel (wash, dry, iron, etc.) is the responsibility of each employee.
- » Nametags are a required part of the uniform and should be worn at all time when on the clock.
- » During the cold, winter months, the staff is able to wear a white, black or gray shirt underneath their staff shirt to help keep warm; or the department-approved outerwear item may be worn over top of your staff uniform.
- » Hats, scarves and caps are not to be worn unless they are an actual part of your uniform. Exceptions will be made for religious practices.
- » Staff shirt should not be worn by an employee who is off-duty to avoid confusion with customers or misrepresentation of your site. Additionally, staff shirts should not be worn outside of scheduled shifts (i.e. do not wear work apparel to parties, clubs and/or other atmospheres that promote unhealthy behaviors).

Appropriate seating is also important to create a polished and professional presentation to customers and visitors. When seated, staff should sit in chairs as they are intended (avoid slouching, laying legs over chair arms, etc.), and avoid sitting on desk tops and counters.

## Message Taking and Relaying Information

Taking messages on behalf of patrons and relaying the information to staff is an important part of customer service. All staff should properly gather the necessary information to relay a complete message that facilitates a quick and effective response for the patron. When taking a message, the information staff should gather includes:

- » Date and time of the message
- » Full name
- » Blazer ID number
- » Who the message is for
- » What the message is in reference to
- » Any additional details specific to the message (class time, program session, etc.)
- » Phone number and/or email address

Similarly, when a patron or visitor calls or comes in to the facility requesting to see someone, the following information should be gathered to provide to the intended person/people:

- » Full name
- » What the visit is in reference to
- » Any additional details specific to the message (class time, program session, etc.)
- » Please make sure to call the professional staff member first to make sure they are available before sending the visitor back to office.



## Asking Questions

An important aspect of customer service is answering questions to help patrons resolve their issues and provide information. But to do this effectively, staff need to be comfortable asking questions to better understand the customer's issue and find a resolution. While there aren't necessarily any wrong questions, there are right ones—and asking the right questions to customers can actually improve the overall customer service experience.

- » Clarify the problem. Asking questions for clarification helps ensure correct understanding of the problem. This is an exceptionally important step in thinking about which questions to ask, because neither the staff nor the customer wants to waste time finding and implementing a solution that's not related to the problem. If we fail to ask questions for clarification and spend 20 minutes explaining a solution only to realize that they're not addressing the right issue, this can frustrate customers and make it seem like your customer support is careless and inattentive.
- » Learn more about the problem. Some issues aren't as straightforward as they may seem, so asking questions to learn more about the problem is usually a good idea. Sometimes, the smallest details can make a difference in how a situation is resolved.
- » Pinpoint the root cause. Asking follow-up or "funneling" questions can help staff delve deeper into an issue, and get a closer look at the problem. Asking things like "What happened after you did \_\_\_\_\_?" or "Have you experienced this issue in the past?" can give staff insights into a customer's recurring problems, and maybe help them identify an overarching cause.
- » Ask questions that yield useable information. Only asking yes/no questions does not provide the details and information that can be used to solve a customer's problem or request. Giving some thought to what information would be useful to know can be helpful in choosing which questions to ask.

## Take Care of your Workspace

Own your area. Your workspace is a representation of yourself as an employee and the department as a whole. Keep it clean and organized.

## Proper Communication

### Phone/In-Person

Whether you are a Membership Attendant or a Customer Service Attendant, the following etiquette recommendations and tips should always be followed.

- » Speak clearly. A picture paints a thousand words but for phone conversations, remember they can only hear you. They cannot see your face or body language. Therefore, taking the time to speak clearly, slowly and in a cheerful, professional voice is very important.
- » Use your normal tone of voice. Shouting too loudly or speaking too softly can be frustrating to the customer if they have to ask for information to be repeated multiple times.
- » Do not eat or drink during a conversation.
- » Do not use slang words or poor language. And, of course, never use derogatory or inflammatory words and language.
- » Address the customer properly by his or her title. (i.e. good morning Mr. Brown, good afternoon Ms. Sanders). Never address an unfamiliar customer by his or her first name.

- » Listen to the customer and what they have to say. It is always a good habit to repeat the information back to the client when you are taking a message. Verify that you have heard and taken down the message accurately.
- » Be patient and helpful. If they are upset, listen to what they have to say and then refer them to the appropriate resource. Never snap back or act rude to anyone.
- » Phone: Always ask if you can put the caller on hold. If you are responsible for answering multiple calls at once, always ask the caller politely if you may put them on hold. Never leave the person on hold for more than a minute or 2 or they may become upset and hang up.
- » Prioritize in-person customers. In general, customers and visitors who make in-person visits to your facility should take priority. If the phone is ringing while helping a customer, politely excuse yourself, answer the call and ask the caller to politely hold while you finish assisting the in-person patron.
  - Prioritizing multiple customers from different sources at once can be tricky. We should be thanking the customer for being patient each time they have to wait in line.

## Radio

Radio use should be limited to business conducted by UAB University Recreation, including but not limited to, risk management situations and emergencies, day-to-day operations, and business communications between staff. Staff should avoid personal conversations, long exchanges, and any non-business-related comments, questions and conversations. Member/guest information should never be said over the radio as others may be listening or it may be sensitive information that you are about to discuss. If you need to share information, ask the other staff member to get to their nearest phone and call you, or come to your location to assist.

## 1 Minute Rule

When speaking with friends while on shift, if the conversation is not work related, keep the conversation to a 1-minute maximum as to not be distracted from your work duties. Kindly let them know that you need to return to your work and will follow up with them off-shift.

## Food/Drink at Desk

Having a bottle of water, for example, with you at the front desk is generally ok. Of course, it's important to still present a clean and customer-focused facility, so staff should keep a few things in mind when it comes to food and beverage.

- » All beverages should be kept in closed containers.
- » Keep work spaces, desks and areas in view of customers neat and clean.
- » Eating food should be reserved for breaks, and should not take place while on the clock or behind the desk. Staff, should not be eating meals in view of customers.
- » All food and beverage should be kept away from equipment and electronics to avoid damage. Any damage may be charged to the employee responsible.

## Cell Phone and Computer Usage

No cell phone usage should be permitted while on duty so staff can keep their focus on customer needs, questions and providing excellent customer service. Cell phones should be kept in secure areas where staff store their personal belongings while on shift. If there is an emergency that you need to have your phone on your person during your shift, please inform your supervisor of the situation.

Computers are to be used for work purposes only. Homework, social media, food, browsing on the internet is not permitted and is subject to disciplinary action.

With the amount of personal information that we store on CSI regarding our patrons, staff members must never use the information in the system for their personal use, ie: phone numbers, addresses, emails, birthdays, etc.

---

## Language

### Verbal

- » Do not end a conversation before ensuring all the patron's questions have been solved and all needs have been met. "Is there anything else I can assist you with today or any further questions?"
- » Never say "I don't know"; find a solution and use resources to give an accurate answer.
- » Use a friendly tone of voice.
- » Respond with empathy: "I understand...."
- » Try to build relationships with patrons by getting to know them, but remain professional.
- » As patrons are exiting the facility, acknowledge them by telling them to have a good day or simply by saying goodbye.
- » Utilize proper phone etiquette and greet with a positive tone, introduce yourself and ask how you can assist. Communicate clearly if you are putting someone on hold or transferring them.


### Non-Verbal/Body

- » If you are able, and your position allows, stand up to greet patrons as they are entering the facility. If you are already in a standing position, do not slouch or lean on the desk, stand up tall.
- » Do not cross your arms.
- » Smile.
- » Make eye contact.
- » Be attentive to patrons and their needs.
- » Use friendly facial expressions.
- » Do not use personal electronic devices while working, such as your cell phone.
- » Do not sit on equipment, desks, or countertops.
- » Do not socialize with friends or coworkers for extended periods of time.
- » Use hand gestures when necessary.
- » Do not point with one finger, gesture with an open hand.
- » If a patron needs assistance finding a location in the facility, walk them over to the space or find another staff member to assist them.
- » Respect a patron's personal space.
- » Show signs that you are actively listening by doing a head nod or acknowledging patrons.

---

## Using Resources

Your supervisors have provided you with multiple channels of information. You may not know the answer off the top of your head, but 99% of the time, the answer is at your fingertips. Use your



resources around you to get the necessary information that the customer is seeking. Below are examples of resources to reference when looking for information:

- » Manuals
- » Website & Marketing Material
- » RecAuto
- » Building Supervisors/co-workers

## Take Initiative

### Be a good role model

If we expect participants to follow the rules and regulations that we have established, then it is very important that we also follow those same rules and regulations. So set a great example when you are exercising or working as an employee in the Recreation Center.

- » Refrain from saying that something is not your job or outside of your job description.
- » Be on time.
- » Work as a team with your co-workers.
- » Lead by example. Model proper behavior for both fellow employees and participants.
- » Understand your specific job duties and seek to learn more than is required.
- » Go above and beyond to assist with patrons and building needs.
- » Do not put off problems to the upcoming shift simply because you do not want to do it.
- » Seek out problems before they occur and be proactive.

## Staff Contact List/Oversight

\*Each site should insert their organizational chart and/or staff contact list for reference.

## Become an Expert

The best way to become an expert in Member Services is to take initiative and ownership of the area and responsibilities by utilizing resources, asking questions and being aware of things going on inside and outside of the facility. It eases the customer's mind if you are able to confidently answer a question, or know exactly who or where to go to get them the information they need.

---

# Patron/Situation Management

## Tools to Resolve Conflict

- » Stay calm
  - Look at the big picture
  - Self-awareness
- » Listen to understand
  - Do not just listen to think of an argument back
  - Listen to other person's reasoning
  - Vent until they calm down
  - Give verbal and physical signs
- » Attack the problem, not the person
  - Depersonalize comments – point only at the issue
  - Easier in e-mail or phone call, requires more attention in face-to-face disagreement



- » Avoid the blame game
  - Seeing whose fault it is does not help fix a problem
  - Can become a diversion from the issue
  - Focus on problem solving
- » Focus on the future, not the past
  - Instead of focusing on what went wrong, focus on what can be done to resolve it
  - Once solution is found, analyze internally to improve
- » Ask the right questions
  - Person may get defensive if you question judgement or opinion
  - Best to give some information
  - Attentive tone
  - Open-ended questions
- » Pick your battles
  - Realize importance of the issue
  - Do you want to be right or do you want to be happy?
- » Be creative
  - Brainstorm negotiations
  - Takes longer but can provide a win-win
  - Keeps customers loyal
- » Be confident
  - Do not be afraid of confrontation
  - Must be practiced to keep customers and co-workers happy

## Patrons that Speak another Language/English as a Second Language

There may be times that a member or guest comes into your facility and they do not speak the same language as you do. This can be extremely frustrating for both parties as one is trying to explain our services, and the other is trying to understand. A few tips to resolve this situation are:

1. **Use a translator.** One option is to find someone in the facility that speaks the same language as the guest and have them translate what you are saying. If possible, call the international office on campus to see if someone is available to help. When using a translator, do not speak to the translator, still address the patron who is asking the questions. You want your attention to still be focused on them.
2. **Use Google Translate.** Type in what you are trying to say and have them read the translation on the computer or phone.
3. **Speak Slower and avoid slang.** You will need to take your time explaining the information to the patron to ensure they understand the information clearly.
4. **Use visual aids.** By using marketing materials to help explain programs/services, it may clear up any confusion.

## De-escalating Situations

Arguments and misunderstandings are a part of most relationships, friendships and workplaces. We at some point in our shift will come across someone with different opinions on a topic, someone having a bad day, or someone who is just difficult to handle. Tips below are not meant to help you win the argument but rather defuse the situation and attempt to calm the other party down.

1. **Take a breath and pause.** Most people's normal immediate reaction is to quickly respond to what was just said by the other person. Force yourself to ignore that reaction, and instead

slowly count to 3: 1... 2... 3... This allows you time to collect your thoughts and consider alternative ways of responding.

2. **Respond Rationally Rather than Emotionally.** Arguments escalate because we allow our emotional minds to take over in the heat of the moment. It can be an exhilarating feeling, but such emotions tend to feed the fire of an argument, rather than working to douse the flames. Try your best to ignore the emotional content of the other person's argument (including personal insults or attacks) and focus on the core issue that requires working through toward a compromise or concession.
3. **Remember, you do not have to prove yourself.** Sometimes we continue on in an argument not for any good reason, but because we feel like we need to prove ourselves. We've tied our own self-worth, self-image, and self-confidence to winning. Even if by doing so, we hurt a loved one or someone we respect. Despite what we tell ourselves, arguments are not about proving ourselves to be better or smarter than another person. We aren't. We are human, fallible creatures just like others, and we will make mistakes and be wrong, too. Don't make an argument about your needs or self-worth.
4. **Decide the value of the argument early on.** Not every argument should carry the same weight, just as not every decision we make in life has the same importance.
5. **Try to put yourself in the other person's shoes & keep an open mind.** Imagine your boss comes to you with a concern about not being kept up-to-date where you were with a specific project — one that his boss also wants to know the status of. "I can see how it looked like I wasn't making progress on the project, because I didn't communicate it very clearly to you," is a good example of demonstrating seeing things from your supervisor's perspective.
6. **Learn to disagree with respect and find common ground.** A lot of people aren't really interested in whether they "win" an argument or not. Instead, what they really want is simply to be heard. A simple acknowledgment that you hear those you argue with and what they're saying, but respectfully disagree with them is often enough for others to disengage from the argument.

## Unsure/Lack of Knowledge Patrons

Have you ever dealt with a customer that just is not sure what they are looking for? They are giving you short answers, speaking softly, and present a very unsure attitude. You are doing your best to help them, but their lack of response is making it very difficult to do so. A main reason for their presentation is the simple fact they just are not sure what we have to offer. Their lack of knowledge of our programs, services, membership selections are intimidating to them and they just need the guidance to help them make that decision. Speak slowly, clearly, and be sure to explain things fully. Use props to explain services, take them on a tour to show them the facility, or get to know them by asking questions. If they are still slow to respond, feed them as much information as you can to try and answer their unsolved questions. Try not to force them into a decision that they are not comfortable with making. By providing them the resources and information, it may take them some time to decide what is best for them and may need to come back. If that is the case, simply say "Are there any other questions you have today? We are open XX—XX and are here to help answer any more if you think of any others. We look forward to seeing you back and helping you get set up with your membership/program/service."

---

# Situational Based Conversations

## Post Billing

Welcome Desk upon Check-in, notification appears that their account is inactive and there was an issue with the card on file. "Sir or Ma'am, it appears we ran into some difficulty processing the card on file for your monthly billing. If you would be so kind as to step over to the membership desk, they would be happy to help you update your card and get you back into the facility as quickly as possible."

## Declined Credit Cards

While a patron scans in a message may appear on their account, saying the card did not process. Do NOT shout anything about the card being declined, as this could embarrass the member/guest. Simply say "I'm sorry, it appears there was an issue while trying to process that card. Would you like me to restart the transaction for you to try again with that card, or do you happen to have another form of payment to use?"

## Misprinted Information

Sometimes it happens, marketing information has the wrong date/time/price/location for a program or service and it is frustrating to the member that it was incorrect. Work with your professional staff on what the results of that misprint will be. Are you going to honor the misprinted information? Do you need to apologize for the error and kindly explain that it was misprinted and inform them of the correct price? As soon as the error is caught, inform your professional staff members and address it as quickly as you can.

## Lost Items

People lose stuff all the time. It is frustrating to know exactly where you lost something but the staff is not being helpful to find it. When someone calls or tells you that they have lost something but you do not have a record of it being found just yet, take down their name, a description of the item, date/time/location that it was lost and a good contact number to get back to them if you happen to find it. Share this note with your co-workers/supervisors so they are all aware that someone is looking for the item. When it is found, remember to follow up with them and let them know you were able to locate it. If it has been a few days and the item has not been found yet, call them back to give an update on the status of it but we will continue to look for it.

## Facility/Pool Closure

If the facility has to close for an extended period of time for unforeseen circumstances, there may be times that your department will offer extensions, temporary freezes, or even refunds for the days that the closure occurred. When members call and ask about it, kindly explain the situation, apologize for the inconvenience and offer them the solution that your department has developed. It is not in the position of the student employee to offer any type of discount or refund without approval from the professional staff.

## Age Differences

How is it so difficult to use the app? Did you not see the information on the website? We posted it on our social media two hours ago? Ugh, I just explained this 100 times, how do you not understand? There are going to be things that different age generations don't understand or take longer to comprehend. Realize that every customer is different and even though you have explained it over and over to others,

it is their first time hearing the information. Recognize their need for a quick answer or a longer conversation to explain something and tailor your communication to their needs. Some members like to engage with the staff and have longer conversations than normal. If you have a long line of guests waiting behind them, kindly excuse yourself from the conversation if you have finished the transaction and say that it was great catching up and you look forward to talking with them next time they are in the facility but you need to assist the other guests.

## Diverse Populations

In campus recreation we understand that not everyone will have the same experience or abilities when coming in our doors. We must do our best to accommodate for everyone who enters the building. This includes working with patrons that may be hearing- or vision-impaired, unable to take the stairs and recognize the need to point out the elevators, and also do not assume anyone's gender. If you are unsure and you are helping them with a locker, its best to pull up a visual display of the locker room layout, identify the men's, women's, gender neutral, and family locker rooms on the map. Let the patron be the one to tell you which locker room they prefer.

## Offering Suggestions

You do not want to push any programs or services onto a customer but at the same time, they may not know what you have to offer. When you are having a conversation with someone, and learn about their interests and why they are excited to join your facility, think about the programs and services that match their interests. Did they mention that they like to swim? Inform them about pool hours, swim classes, private lessons. Is this their first time in a gym? Are they unsure of how to properly workout? Mention our personal training services or free assessments. If you see that someone has tried multiple classes or have visited often, offer a suggestion of something new to try. Ex: Mr. X, I see that you come to the Campus Recreation Center a lot, I see you at the fitness center all the time. Have you ever tried our F45 class? I would recommend you to check it out! I've been doing it for 5 months now and I really love it."

