



*The Most*

**WELCOMING**

*Place in York*

## **WHAT WE BELIEVE:**

- » We value every customer, regardless of race, ethnicity, religion, sexual orientation, age, disability, or any other characteristic.
- » Every employee is empowered to make best day evers!

## **WHAT WE DO:**

- » We take proactive steps to make it clear that all are welcome.
  - Written and verbal communication emphasizes our desire to welcome everyone as our customer.
  - Advertising images reflect the full range of fans we wish to have as our guests.
  - Events represent a full range of interests, groups, people, causes, and concerns.
  - Full-time and “game day” staff members represent the full range of customers we wish to welcome.
- » We educate our employees to help them understand and utilize words and actions that support this attitude and avoid those that contradict it—and we address any behavior from employees or fans that is contrary to this goal.
- » We give customers a look in the eye, a smile, and a warm greeting and make it clear that satisfying them is the most important thing we have to do at that moment.
- » We go out of our way to help, even if it is “not our job,” offering anticipatory service and striving to go the extra mile to create a great experience for our customers.
- » We listen actively, ask questions to clarify, and respond with a sense of urgency—and choices and alternatives to improve the customer’s experience.
- » We reply promptly to any communication, even if to say “I will find someone who has that answer for you.”
- » We acknowledge mistakes, take ownership, fix the problem, and follow up to make sure the customer is satisfied.
- » We do what we say we are going to do, when we said we were going to do it.
- » Bottom line - we treat our customers better than we would want to be treated.