

The Guest Experience Masterclass

Survey results

Ballarat - 4 Sept 2018

On a scale of 1 to 10 how would you rate today's masterclass?

9.45/10
average

Comments:

- **A lot of good information**
- **Wealth of knowledge**
- **Was great, insightful**
- **Outstanding session!**
- **Found it a great way to rethink how we promote and sell the business and to look at future opportunities**
- **Too exhausted to actively participate towards the end. Fantastic course!!!**
- **Informative, insightful**
- **Great, breath of fresh air**
- **10 (I am a 4.5 or 9 star rater)**
- **There were so many lightbulb moments and I have been awake since 4:30am so need the drive home to digest! The worksheets + in class group activities plus the conversation from our table was invaluable**
- **Inspirational**
- **Great, engaging + informative**

What part did you find most useful

Comments:

- Tangible processes + solutions
- The 'GEM', "what the job is"
- Diagrams and value proposition canvas
- Peak experience - extraordinary
- The resources and tools I will use to support my ideas, to go for it and trial my ideas
- Rethink the way to look at customers
- The Business Model Canvas, Profit Activators, Value Proposition, Guest Experience
- Business Canvas, Day in the life
- The 'job to be done' concept
- Identifying the job that the guest has to perform, the business model canvas, identifying ways to make the guest experience better at different stages.
- Testing principles, follow up
- The actual process of mapping the guest experience
- The guest experience map + canvas
- Clarifying, business canvas -> guest
- Real world examples
- Tool - narrative
- Questioning how to remove friction from current process during customer journey (decision making process - recommendations best places to eat, see this, best Instagram locations etc
- The constant reminder to put the guest first + solve their problem
- Mapping, business model, value proposition

What part did you find least useful

Comments:

- Too much at times. Long day.
- Not much
- Found it all so valuable
- Nothing
- Enjoy it all really
- The business model canvas, simply because we moved through it so quickly without trigger questions in front of us. I'll go back over it with handout + see if it changes for me
- Marshmallow challenge, although this will be memorable

How would you rate the facilitator (Jesse Desjardins)

9.8/10
average

Comments:

- Really interacted / involved viewers
- Knowledgable
- Great mojo, made you feel special
- Personable, giving a story to tell
- Many, many examples from his own life + other businesses
- Excellent
- Fantastic, great balance with presentation video etc. Not just Jesse talking the whole time
- Very engaging
- Even though he is the mayor of guest experience journey, doesn't act like it. Engaging uses great examples (case studies) and offers personalised ideas for your business
- Always great to listen + learn from
- Fast paced, kept us awake! (joke)

Would you recommend to your industry colleagues?

Comments:

- **Definitely**
- **Yes**
- **Definitely**
- **100%**
- **Yes - for people who want to work on their business**
- **Yes absolutely!**
- **Yes**
- **Yes**
- **Absolutely! Particularly businesses could benefit**
- **Yes, So many businesses in my area could really benefit the identifying + making an experience memorable**
- **I would like all our service delivery managers to workshop our business**
- **Fantastic, thank you**
- **Absolutely**
- **Absolutely**

Is there anything you felt was missing from the material?

Comments:

- **Time**
- **No**
- **No**
- **No**
- **So much material - so good**
- **Not really!**
- **Not at this stage**
- **A folder to keep it all together**
- **Maybe a discussion around how to use Insta / fb to create business, not just create followers, how to keep it relevant to your business. But that's a whole other 1/2 (or more)**

Would you attend a two-day version of the masterclass?

Comments:

- **Would love to held accountable for initiating ideas**
- **I would, but I don't believe the business I work for would see the value**
- **Small workshopping of ideas**
- **It was a very long day with lots of challenging concepts. Split into two days would be easier**
- **The templates / canvas**
- **Shorter days over 2 day session, more substantial food + selection of hot drinks**
- **I'd recommend business owners do this with more time to apply the business canvas + value proposition to their product.**
- **No for me, I don't think I can justify it as a DMC**

What follow up from today's presentation would you find most useful?

Comments:

- **Copy of the presentation**
- **Super helpful**
- **Yes**
- **Videos to present to staff**
- **What additional resources could I access to support these ideas**
- **Social media links, web links**
- **Small workshopping of ideas**
- **Yes, definitely**
- **The PDF copies to share and discuss ideas further with colleagues**
- **Slides for further reading**
- **Book club**
- **Call or email to assess outcomes + follow-up questions**
- **Presentation / links**
- **To come back with our gem and how we put into action + results from participants in class**
- **Digital version of materials**
- **Irregular reminders to break the rules, follow up inspirational quotes + videos to reignite my fire**
- **Present business model ideas for feedback**

Additional feedback

Comments:

Thanks for a creating a memorable day!

- It was absolutely fantastic, a was very engaging and provided lots of attention to participants to develop and hash out their ideas**
- Excellent**
- Thanks so much! Especially Serena!**

Contact

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