



TRAMPOLINE PARK EQUIPMENT

by **FUN SPOT®**

CASHIER & SERVICES MANUAL

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CUSTOMER SERVICE AT A TRAMPOLINE PARK

When someone walks into a trampoline park's facility for the first time, excitement and amazement are normal responses. It is a new and exciting concept! Upon entry, customers are caught up in the fast-paced and unique environment that hosts a world of new play experience. To ensure that the intrigue of the customer is fostered well, the Front of House (FOH) staff must immediately step in! The FOH team is a particular department of customer service that is strategically stationed in the high-traffic areas of the facility. In a complex setting like a trampoline park, new customers may have many questions. The FOH customer service team is there to bring answers, ease, and help the customer get the most for their money!

A QUICK LOOK AT THE FOH TEAM

Since a trampoline park has some risk in the activities provided, the park has a few prerequisites the customer must fulfill in order to enjoy the play experience. These requirements include parental consent, filling out waivers, and proper footwear - all of which can take some time to complete. To keep the process swift, the FOH team works together to make it seamless, informative, and enjoyable for the customer. These roles within the FOH department are:

- **GREETER** - The Greeter is generally the first face a customer will see when they walk through the doors. A Greeter will engage the customer from the onset, informing them about the check-in procedure and direct them to their first step. An additional Greeter may also work at a particular station to help customers fill out waivers (see **The Waiver** section on page 5) and answer any questions the customer may have.
- **CASHIER** - A Cashier is not just an employee who completes transactions with the customer. The Cashier has numerous responsibilities, including reviewing and filing completed waivers, answering customer phone calls, and when applicable, cleaning and/or distributing the specialized trampoline footwear.

- **SERVICE CREW** - On any given day, hundreds of jumpers (plus family members and spectators) fill the facility. That means cleaning is a constant necessity! The Service Crew operates as a branch of customer service by maintaining a safe and well-maintained setting. The Service Crew is a vital role in the certainty of a customer returning to the trampoline park again.
- **CUSTOMER SERVICE MANAGER** - Oversight, organization, and handling detailed or complicated customer matters are handled by the Customer Service Manager. From keeping the registers well-stocked to keeping customers happy, the Customer Service Manager leads the FOH team.

FOH TEAM'S RESPONSIBILITIES

For the trampoline park to provide consistency for the customer, the customer service team must have dependable members. Each employee must be able to constantly exhibit the ability to work with:

- **KNOWLEDGE** - Since the Greeter and Cashier positions are stationed at the entrance, they will more than likely be asked more questions than any other role in a trampoline park. Every FOH employee must know the “in’s and out’s” of a trampoline park. The only questions they will not answer are matters that require a managers approval.
- **COMMUNICATION** - To take all of the information about the recreational facility, FOH team members need the ability to dialogue with customers of all ages (and interact with other employees) in a respectful and professional way. Each Greeter and Cashier has to be able to communicate well.
- **ENDURANCE** - Since the majority of a shift will be done on their feet, FOH employees must show up physically prepared. On busy days, it is imperative that they are also able to stay mentally sharp, making certain to not overlook any detail when checking in customers.

- **POSITIVITY** - Cashiers, Greeters and Service Crew members need to always wear a smile and a great attitude. A positive countenance will always impact the customer, and will keep the work-place enjoyable for everyone! From time to time, certain jump times are sold out and customers are upset. It is in such moments that the Cashiers and Greeters really shine. The FOH staff need to be able to offer helpful alternatives that can diffuse any disappointment.
- **AUTHORITY** - More than any other FOH role, Cashiers must be able to enforce the park's requirements in a kind way. The trampoline park cannot afford to have cashiers that are apathetic concerning the waiver (see **The Waiver** section on page 5) and other essentials that keep the facility open!
- **HUMILITY** - On a busy day, the facility can feel at times almost overwhelming. Each team member must be ready to help in any circumstance, even if it is outside of their normal duties. The FOH department must be full of team-players!

Many of these traits can be learned in a well-managed workplace. Therefore, it is important that these responsibilities are taught and upheld by management, especially the Customer Service Manager. Each employee should be inclined to show patience to one another as everyone grows in these areas!

THE WAIVER

Before any other detail can be said regarding the FOH team, one of the most important matters in the entire park must be discussed. This critical piece of information is the waiver. The waiver is the lifeline of the trampoline park!

With well-monitored courts, informed customers, and safe jump areas, injuries are a rare occurrence. However, every so often, a customer can be injured. Either they misjudged a jump, or weren't paying attention to another jumper, injuries can occur on the courts. Warning signs, the rules for jumping, and the waiver all protect a trampoline park should an injury occur. Jumping at a trampoline park does have risk involved, and a signed waiver shows that the customer or parent is aware of the possibility of injury.

The Waiver is the non-negotiable of every trampoline park! Every customer 18 years of age or older must sign one, and children 17 years of age and younger must have a parent or legal guardian sign for them. Before a jump pass is given and any jumper steps on to a court, the waiver must be filled out properly! The Cashier and Greeter must understand the urgency of this element of their job. The Waiver needs to be at the forefront of their minds as they check-in customers. The details contained in the waiver may vary from other parks, but every Greeter and Cashier must be properly trained to understand what a completed waiver should look like. Unfortunately, a mistake by any Cashier when checking in a customer can result in suspension or termination from employment.

THE GREETER

To ensure shorter lines and excellent customer service, the Greeter is an employee who must take initiative. As soon as customers walk through the door, the Greeter steps in to provide answers and direction. There are six different types of customers that make up for the majority of people that walk through the door:

1. **New Customer** - One or more people that have never jumped at the trampoline park before, and therefore have never filled out a waiver
2. **Repeat Customer** - One or more people that have jumped before and should have a waiver already on file
3. **Group or Party** - Multiple jumpers that have a reservation for a party or event. This group will likely include new and repeat jumpers
4. **Curious Customer** - There may be times when a customer is not looking to jump that day, but they want to observe the facility and see everything the park has to offer
5. **Future Customer** - This may be a customer who wants to book a future party or private function on-site, rather than over the phone
6. **Customer Requiring a Manager** - This may be an important customer service matter that can only be handled by a manager



Each person from the previous list will have a particular direction to take. After a friendly greeting and a few questions, the Greeter should be able to determine how to direct the customer.

1. If it's a **New Customer**, they need to go the designated area to fill out a waiver, and then head to the cashier.
2. If it's a **Repeat Customer**, the customer can go directly to the cashier.
3. If it's a **Group or Party**, the group representative should go to the Event Leader (the Event cashier). The Event Leader and Event Assistant will work with the customer to make sure every jumper has a waiver filled out and proper footwear on.
4. If it's a **Curious Customer**, they may be able to walk around the facility at their leisure. If it's on a slow day and there is an additional Greeter or Event staff available, a tour may be provided for the customer.
5. If it's a **Future Customer**, they should be directed to an Event Leader or Event Manager.
6. If it's a **Customer Requiring a Manager**, the Greeter should offer seating to the customer while they find a manager over the shift.

On a typical shift, a Greeter should be stationed by the entrance/exit and another by a waiver desk (in a smaller facility or a slower business day, only one Greeter may be necessary). The entrance Greeter can provide swift transition for the customer, and the Greeter at the waiver desk can keep the lines to the cashiers flowing smoothly. It is important to keep the waiver desk away from the cashier stations to prevent crowding and confusion concerning the lines. It is also key for the Greeter near a waiver station to know the "ins and outs" of the waiver. They should be knowledgeable about every section of the waiver should a customer have many questions.



THE CASHIER

The Cashier has a very critical and detail-oriented role. Every Cashier must take payments, examine waivers for errors, and distribute jump passes. The Cashier has the authority to accept waivers, allow or disallow coupons/vouchers, and act as a "gatekeeper" to the courts.



If any customer is exhibiting questionable behavior, the Cashier can notify a manager before allowing anyone to purchase a jump time. In the event that a customer is clearly under the influence of alcohol or drugs, a manager should be notified immediately. A Cashier also has the permission to delay selling a jump pass in order to notify a manager of an irate person (certain tones and actions may be warning signs of an unstable person, which could be a safety issue for other jumpers). The Cashier must be the type of person who is friendly and loyal, but also discerning.

(For understanding policies concerning what defines other “questionable behavior”, each Cashier must be properly trained and updated by management)

There are only two types of customers that a Cashier will deal with: a New Customer and a Repeat Customer. Other customers are handled by management or the Event Leader. Though there is a routine system on how to check in customers, keeping the process relational requires the Cashier to flow from each step in a friendly and engaging way. Depending on the trampoline park's Point Of Sale (POS) system, assisting a customer with a purchase will flow in a specific order:

- Welcome the customer(s)
- Ask if they have jumped at the park before
 - If yes, then ask for their name(s) to find their waiver in the POS system
 - If no, ask for their properly filled out waivers
- Examine each waiver for error or missing information
- Determine which jump times they want to purchase
- Take payment
- Distribute jump passes and proper footwear
- Direct the customer(s) to an area where they can put their belongings and hear the Rules Presentation before jumping!

A Cashier may also have other tasks when there is no one to check in, such as:

- Answering phone calls
- Cleaning
- Organizing waivers
- Assisting the Events department

Though a Cashier spends the majority of the time behind a register or POS station, they must be familiar with all of the rules of the facility. Many times a customer will be so excited about jumping, they begin to ask the cashier about what they are allowed to do on the courts. Though the Court Monitors are the authority over the courts, the Cashier must be well-informed to supply the customer with an appropriate answer in the moment of inquiry. It is imperative that the Cashiers and Court Monitors are giving the exact same instructions!

In addition to the Rules and Guidelines, the Cashier must be able to understand the concept of “court capacity.” Because the trampoline courts are built for specific use, an over-crowded court can be a dangerous situation. Every facility will have the maximum number of jumpers determined by the number of courts and trampolines it contains. In most cases, one person per trampoline is allowed. To ensure the maximum number of jumpers is never exceeded, the POS system is programmed to let the Cashier know when there are no more passes available during a block of time.

For all of the Rules and Guidelines concerning the trampoline courts, the Cashier should also familiarize themselves with the Court Monitor manual. For more details concerning the POS system, entering waivers, court capacity, completing transactions, and other specifics concerning the role of the Cashier, proper on-site training is required by management.

DIFFERENT WAIVER SCENARIOS

Since the Cashier is the role that directly handles the waiver, understanding the proper check-in process thoroughly is a non-negotiable. There are seven different types of waiver scenarios a Cashier will face. Each scenario requires a particular response the Cashier will take on behalf of the park. The seven scenarios are:

1. The Jumper is 18 years old, or older, and has never jumped at the park before: Whether they have a paper waiver or filed one online, the Cashier needs to verify the customer’s identity by their driver’s license or any other valid form of identification that includes a picture of the patron.

2. The Jumper is under 18 years of age, has never jumped at the park, but has their parent or legal guardian present: Once the parent or legal guardian has filled out a paper waiver or submitted one online, the Cashier will verify the identity of the representative who signed on behalf of the minor. Any valid form of identification that includes a photo of the patron will be sufficient.

3. The Jumper is under 18 years of age, has a paper waiver, but no parent or legal guardian is present: The Cashier needs to call the parent/guardian and verify they filled out the waiver on behalf of the child. The Cashier needs to ask for their name, date of birth, and driver's license number.

4. The Jumper is under 18 years of age, has an online waiver submitted, but no parent or legal guardian is present: The Cashier must contact the parent/guardian by phone and verify the waiver was submitted by them. The driver's license number used to submit the online waiver must also be verified by the party who submitted the waiver on behalf of the minor.

5. The Jumper is under 18 years of age, has no waiver and no parent or legal guardian present: The Cashier must contact the parent or guardian by phone and instruct them on filling out an online waiver on behalf of the child. The child cannot jump until the online waiver is submitted and verified by the Cashier.

6. The Jumper is any age and has jumped at the park before, and therefore already has a waiver verified in the system: The Cashier should ask for a valid form of identification that contains a photo of the customer. If the jumper is too young to have a form of ID, ask them to verify their date of birth.

7. The Jumper is any age and their waiver has expired: After one year, a new waiver must be submitted for every jumper. If a jumper was 17 years old the prior year and has since turned 18, they may now sign for themselves. Rules of the previous six scenarios apply to jumpers with an expired waiver.

SERVICE CREW

Between jumpers, parents, spectators, and customers waiting for their jump time to begin, there can be a multitude of people in the facility at any given time. As one can imagine, a recreational facility can require special attention to keep it looking neat, clean, and orderly. This is where the Service Crew steps in.

It is clear that the needs of a trampoline park go well beyond cleaning bathrooms and areas with trash cans. The Service Crew is there to keep the premises safe. Whether it is quickly responding to a spill on a floor, cleaning a court from a bloody nose (yes, they do happen), or helping a Court Leader replace a trampoline, the Service Crew assists practically every department in the park. When it comes to a trampoline park, cleanliness is safety.

The Service Crew is not a janitor service - it is a branch of the customer service experience. People may come through the facility and never remember how clean it was, but if it's filthy, they will remember that. Customers always seem to remember the negative far more than the positive. Therefore, the Service Crew is vital for repeat customers!

ATTIRE

Since each Cashier, Greeter, and member of the Service Crew is a point-person for the facility, they need to always be in uniform and easy to recognize by any customer. The park's shirt is required for each shift, as well as proper shorts/pants and shoes according to the dress code laid out by the managers. The Service Crew members should also keep in mind they will be constantly on their feet and using cleaning supplies. Comfortable shoes and appropriate pants are a necessity.

All of the FOH team are representing the whole trampoline park, they must also be professional in their appearance and practice good hygiene. Their hair should be well kept, and men's faces must be shaven or their facial hair well maintained. Each employee should look like someone a customer can approach!

CONCLUSION

Keeping the customer happy means swift lines, informed and helpful employees, and a clean premises. All of these facets help create a great value for what the customer pays to enjoy the park! The FOH team will generally be the first and last department every customer will see. They may be the first impression, and the last. It is their privilege, then, to leave the customer with a sense of excitement for their next visit to the park!