

# Familyhood

## Statewide Training

**CLICK! Setting a New Standard  
in Customer Service**

# MOMENTS MATTER







# **MISSION STATEMENT**

**To build, enhance, and sustain a professional, fan-oriented organization that provides an engaging NBA experience, first-class guest service, and meaningful community leadership.**





**WE CANNOT CONTROL  
THE PLAY ON THE  
COURT...**

**BUT WE CAN CONTROL  
THE WAY WE TREAT  
OUR GUESTS!**





# **CUSTOMER**

**A PERSON ONE HAS TO  
DEAL WITH.**







# **GUEST**

**THE RECIPIENT OF  
HOSPITALITY AT THE  
TABLE OR HOME OF  
ANOTHER.**





**GUEST CARE  
IS A  
TEAM SPORT**

**CLICK!** WITH  
YOUR **GUESTS**

A small DKC logo is positioned below the text 'YOUR GUESTS'.





# TEAMWORK

**A GROUP OF  
PEOPLE GOING  
OUT OF THEIR WAY  
TO MAKE EACH  
OTHER LOOK GOOD**





**FANS CONSIDER  
ARENA STAFF  
INTERACTIONS THE  
**MOST IMPORTANT FACTOR**  
IN THE ARENA  
EXPERIENCE**





# CUSTOMERS LEAVE:

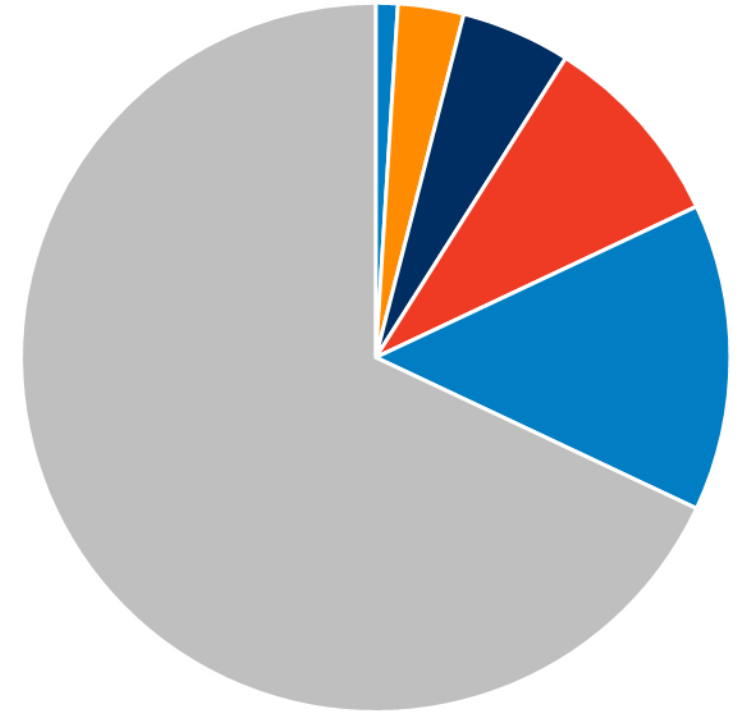
**DIE- 1%**

**MOVED AWAY- 3%**

**INFLUENCED BY FRIENDS- 5%**

**LURED AWAY BY COMPETITION- 9%**

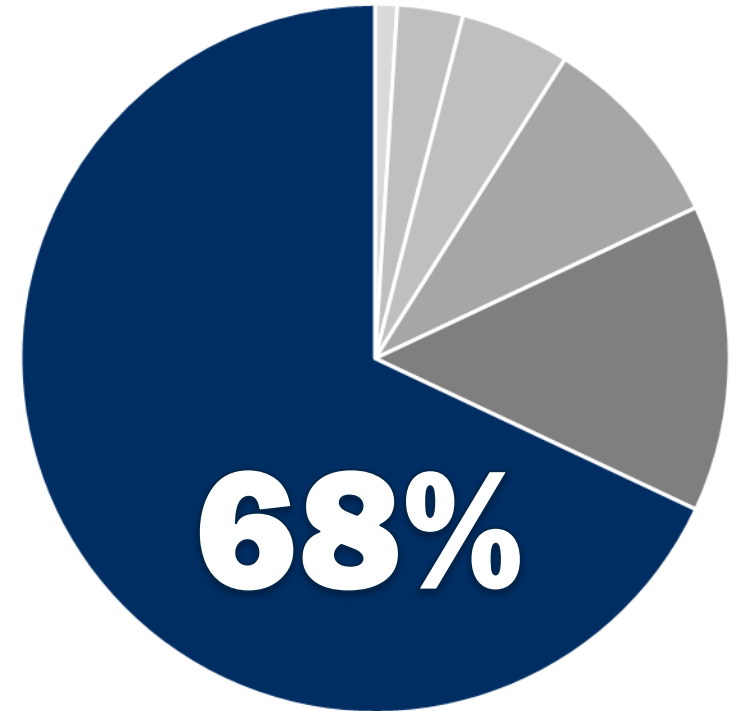
**DISSATISFACTION WITH PRODUCT- 14%**





# CUSTOMERS LEAVE:

**TURNED AWAY BY AN  
ATTITUDE OF INDIFFERENCE  
ON THE PART OF  
A COMPANY EMPLOYEE**







# ATTITUDE OF INDIFFERENCE







**ATTITUDE OF  
INDIFFERENCE**

VS.

**ATTITUDE OF  
INVITATION**







**CONSISTENCY:**  
**MAKING A HABIT**  
**OF DOING**  
**ORDINARY**  
**THINGS,**  
**EXTRAORDINARILY**  
**WELL**



# SERVICE VALUES

CLICK!™ WITH

COMMUNICATE COURTEOUSLY  
LISTEN TO LEARN  
INITIATE IMMEDIATELY  
CREATE CONNECTIONS  
KNOW YOUR STUFF



YOUR GUESTS



**COMMUNICATE  
COURTEOUSLY**

**CLICK!™ WITH**

**C**OMMUNICATE COURTEOUSLY  
**L**ISTEN TO LEARN  
**I**NIITATE IMMEDIATELY  
**C**REATE CONNECTIONS  
**K**NOW YOUR STUFF



**YOUR GUESTS**



The Three Words  
That Change Everything

**PLEASE**

**SORRY**

**THANKS**

Mark Batterson

*New York Times* Bestselling Author

**NOTHING OPENS  
DOORS LIKE *PLEASE*.**

**NOTHING MENDS  
FENCES LIKE *SORRY*.**

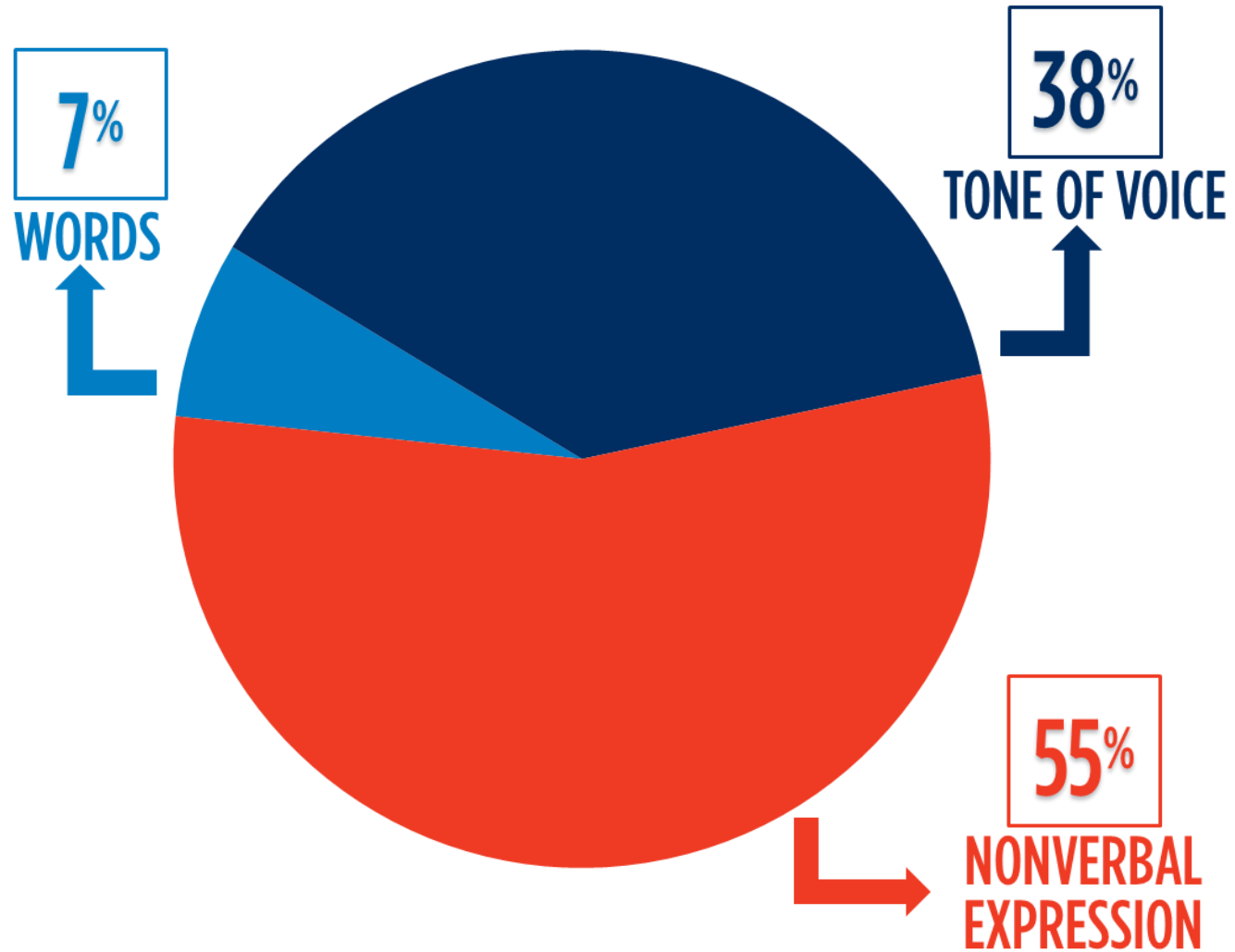
**NOTHING BUILDS  
BRIDGES LIKE  
*THANKS*.**



# AUTHENTICITY TRUMPS AUTHORITY



# HOW WE COMMUNICATE





# LISTEN TO LEARN



# CURIOSITY







**A COMPLAINT  
IS A  
COMPLIMENT**



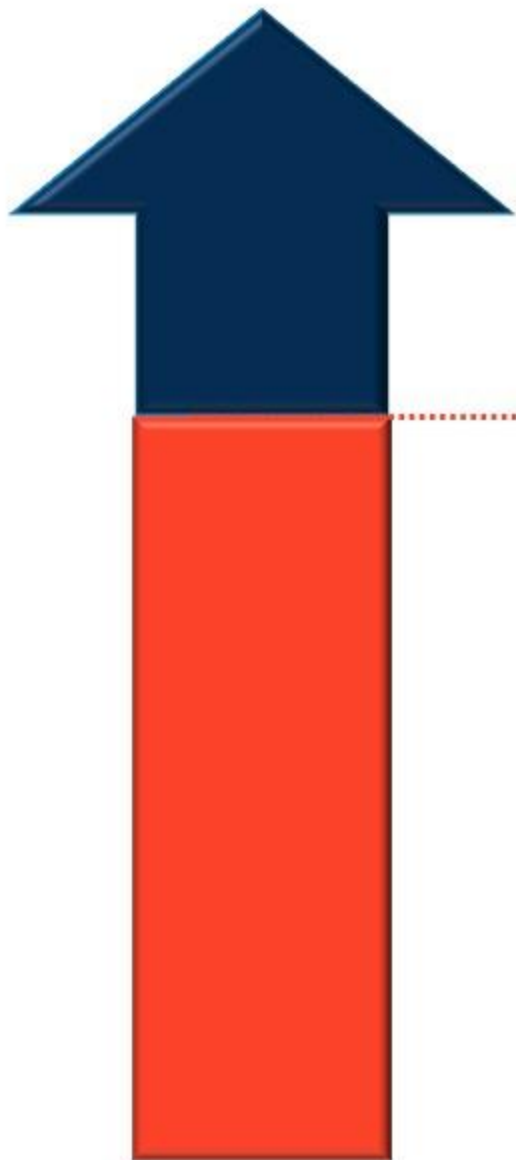


**INITIATE  
IMMEDIATELY**





95%



70%

**CLICK!** WITH  
YOUR **GUESTS**





# EXCELLENCE REFLEX

CLICK!  
WITH  
YOUR  
GUESTS

A smaller version of the DKC logo is positioned at the bottom right, below the text 'CLICK! WITH YOUR GUESTS'.





# CREATE CONNECTIONS



- C COMMUNICATE COURTEOUSLY
- L LISTEN TO LEARN
- I INITIATE IMMEDIATELY
- C CREATE CONNECTIONS
- K KNOW YOUR STUFF





**EVERY SEAT  
HAS A NAME**

**&**

**EVERY NAME  
HAS A STORY**





**ONE SIZE  
FITS ONE**

**CLICK! WITH  
YOUR GUESTS**





A POWERFUL MOMENT COMES WHEN YOU  
RECOGNIZE YOUR PURPOSE ISN'T ABOUT THE  
THING YOU'RE DOING,  
IT'S WHAT HAPPENS  
IN OTHERS WHEN YOU DO WHAT YOU DO



NEW YORK TIMES BESTSELLER

WHY HELPING OTHERS  
DRIVES OUR **SUCCESS**



**GIVE**  
*and*  
**TAKE**

**ADAM GRANT**

AUTHOR OF **ORIGINALS**

"AS BRILLIANT AS IT IS WISE, THIS IS NOT JUST  
A BOOK—IT'S A NEW AND SHINING WORLDVIEW."

—SUSAN CAIN, AUTHOR OF **QUIET**



THERE ARE TWO KINDS OF PEOPLE—  
ONE WALKS INTO A ROOM AND SAYS  
“HERE I AM”

THE SECOND WALKS INTO A  
ROOM AND SAYS  
“THERE YOU ARE”.

**CLICK!** WITH  
YOUR GUESTS





# KNOW YOUR STUFF



- C COMMUNICATE COURTEOUSLY
- L LISTEN TO LEARN
- I INITIATE IMMEDIATELY
- C CREATE CONNECTIONS
- K KNOW YOUR STUFF



# Fan Assist

REAL-TIME DIGITAL ASSISTANT



CLICK! WITH  
YOUR GUESTS





**PEOPLE DON'T  
REMEMBER DAYS,  
THEY REMEMBER  
MOMENTS-**

**MOMENTS MATTER!**



Why Certain Experiences Have Extraordinary Impact



THE POWER  
OF  
MOMENTS

**“RESEARCH HAS  
FOUND THAT IN  
RECALLING AN  
EXPERIENCE, WE  
IGNORE MOST OF  
WHAT HAPPENED AND  
FOCUS INSTEAD ON A  
FEW PARTICULAR  
MOMENTS”**

**CHIP HEATH & DAN HEATH**  
The bestselling authors of *SWITCH* and *MADE TO STICK*







**YOUR  
INTERACTION  
IMPACTS THE  
EXPERIENCE**





**"YOU CAN'T  
CREATE FANS  
UNTIL  
YOU ARE A FAN  
OF WHAT YOU DO"**





# ATTITUDE OF INVITATION





**"PEOPLE WILL FORGET  
WHAT YOU DID,  
PEOPLE WILL FORGET  
WHAT YOU SAID, BUT  
THEY WON'T FORGET  
THE WAY YOU MADE THEM  
FEEL."**

**- MAYA ANGELOU**









# Familyhood

## Statewide Training

### **SIGN UP AND STAY INFORMED**

Trainings are scheduled throughout the year. To stay updated on session details as they become available, scan the QR code to register. Once registered, we'll keep you informed and ensure you're connected to participate in future training sessions.

