

Guest Experience Champion

Role Description & Execution Guide

Own the guest journey from first impression to follow-up.

Service events are a high-volume entry point for first-time guests. When the guest journey is unclear, guests drift and inviters lose confidence. This role protects the first 10 minutes, removes confusion, and ensures fast, human follow-up.

ROLE IN ONE SENTENCE

- Own the end-to-end guest pathway so first-timers feel seen, guided, and invited to a clear next step.

1) Role Overview

This role IS	This role is NOT
• Guest pathway owner • Cross-team coordinator • Quality control and friction fixer • Follow-up system driver	• Event logistics lead • Supplies runner • Greeter-only captain • "Do everything" person

Best fit: high EQ, detail-oriented, and comfortable giving candid feedback.

2) Scoreboard (Targets)

Metric	Target
Contact capture	80%+ of identifiable guests
Follow-up speed	100% within 48 hours (same-day ideal)
Guest-ready first 10 minutes	Mystery guest audit average 4/5+
Next step conversion	Set a goal (start with 5-10%)

3) Responsibilities by Phase

Phase	What you own
BEFORE 2-6 weeks	• Audit the event description: plain language, clear cause, exact time, what to expect. • Map the guest pathway: parking, welcome zone, check-in, orientation, pairing, closing, follow-up. • Build guest tools: signage plan, name tags, discreet "new here" identifier, QR contact capture. • Assign follow-up owners and preload templates (text and email) before event day. • Run a "first-timer walkthrough" with leaders 48-72 hours before launch.
DURING event day	• Arrive early and run a campus scan: signage, parking, welcome zone visibility. • Lead the hospitality huddle: guest awareness, language, and escalation path. • Protect the first 10 minutes: guests are guided, not wandering. • Ensure guests are paired and included (no insider-only circles). • Close with clear thanks and one next step (no pressure, no bait-and-switch).
AFTER 0-7 days	• Trigger the 48-hour follow-up system; confirm every guest gets all touches. • Collect feedback: mystery guest audits + leader notes. • Compile the post-event report and top fixes before the next outreach.

4) Weekly Timeline (Backwards Plan)

When	Focus	Key deliverables
Week -6 to -4	Design the pathway	Confirm roles. Draft arrival, check-in, closing, follow-up.
Week -3 to -2	Build the system	Finalize signage and welcome zone. Confirm contact capture. Assign follow-up owners.
Week -1	Train and rehearse	Hospitality micro-training. Prepare name tags and "new here" identifier. Pairing plan.
48-72 hours	Walkthrough	Do a full guest walk: park, check in, join a team, closing, next step. Fix friction.
Event day	Execute and observe	Protect first 10 minutes. Capture issues. Ensure follow-up list is complete.
Week +1	Debrief and upgrade	Collect audits. Write post-event report. Assign 3 improvements.

5) Day-of Checklist

Your job is to watch the guest journey, not to get pulled into every logistics fire.

When	Checklist
T-120	Campus scan: signage visible from parking and main entry. One obvious "welcome zone" or start point. Check-in ready: name tags, pens, QR code, "new here" identifier.
T-90	Brief parking and welcome teams: smile, point, guide. No vague directions. Confirm contact capture plan and who owns the list.
T-60	Hospitality huddle: guest mindset, language, pairing, escalation path. Assign guest pairers and confirm the opening script (what, when, where, help).
First 10	Stand where guests enter and watch flow. Fix confusion fast. Make sure guests are paired and included.
Mid-event	Leaders circulate. Watch for insider circles and redirect gently. Capture notes: friction points and easy fixes.
Closing	Thank you + measurable win. One clear next step (no pressure). Confirm follow-up list is complete and accurate.
After	Trigger same-day text follow-up. Send leaders a quick debrief prompt while it is fresh.

6) Hospitality Volunteer Training (20-30 minutes)

Time	Topic	Key points
0-3	Why it matters	We are serving and creating a guest pathway.
3-8	Guest mindset	Assume first-timers are present. No one should feel lost or pressured.
8-15	What to DO	Notice guests, use names, give clear directions, walk people to locations.
15-20	What to AVOID	Insider language, inside jokes, closed circles.
20-25	Pairing plan	Who attaches to new guests and introduces them to leaders?
25-30	Practice	Run the welcome line and the closing next-step line.
Scripts	Micro scripts	Welcome: "Hey, I am glad you are here. Today we are {CAUSE}. It runs {START}-{END}." Closing: "Thank you for serving. Today we accomplished {MEASURABLE WIN}. Next step: {NEXT STEP}. No pressure."

7) Think Like a First-Timer Exercise

Walk the guest journey and answer honestly. If you cannot answer in one sentence, guests cannot either.

Prompt	Notes / Fixes
If I arrive 10 minutes late, do I instantly know where to park and where to go?	
Is there one obvious "start here" location or multiple competing entrances?	
What exactly will I do in the first 5 minutes?	
If I brought kids or teens, is there an obvious role for them?	
What would make me feel awkward or out of place?	
What words or signage assume I already attend this church?	
How would I ask for help if I did not want to interrupt someone?	
At the end, do I know the next step and do I feel respected (not pressured)?	

8) Mystery Guest Audit (Instructions)

Recruit 2-3 people who will be honest and who are not known by most volunteers.

HOW TO RUN IT

- Recruit 2-3 mystery guests (single adult, family if possible).
- No special treatment. Ask them to arrive like a guest and take notes.
- Collect feedback within 24 hours while memory is fresh.

9) Mystery Guest Audit Form

Score each area 1-5 and write one sentence on what happened.

Category	Score (1-5)	What happened (one sentence)
Finding the campus and parking		
Signage and wayfinding		
Welcome and first 60 seconds		
Check-in clarity and speed		
Feeling included during the work		
Closing moment and next step		
Follow-up speed and tone		

10) Post-Event Report + Debrief

Complete within 72 hours. Systems over sincerity.

Event name / cause	
Date	
Estimated guests	
Guest contact captured	
Follow-up completed within 48 hours	

Top 3 wins	Top 3 breakdowns
1) _____ 2) _____ 3) _____	1) _____ 2) _____ 3) _____

Debrief prompt	Notes / decision
Where did guests get confused or stuck?	
Where did insiders create a "members only" feel?	
What is the highest-leverage change before the next outreach?	

Action item	Owner	Due

