

FAREHARBOR

SPARK

VIRTUAL 2022

The logo features the word "SPARK" in a white, sans-serif font. Each letter has a small blue dot at its top or bottom end. To the right of "SPARK" is a stylized orange icon consisting of three horizontal lines of varying lengths, with the top line being the longest and the bottom two being shorter and angled downwards. Below "SPARK" is the text "VIRTUAL 2022" in a smaller, white, sans-serif font, flanked by two horizontal orange lines. The entire logo is set against a dark blue background with decorative orange swirls in the corners.

How You Can Build Trust Throughout the Customer Journey



Stephen

ACCOUNT MANAGER FareHarbor
Murray





How You Can Build Trust Throughout

The Customer Journey

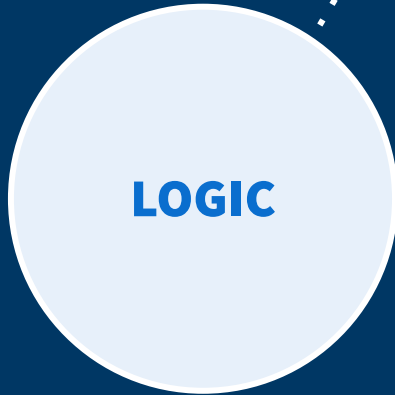


The Three Criteria For *TRUST*



Customers
experience the
real “you”.

Trust = Bookings



Customers
know you can
do what you say
you will do.



Customers
believe you care
about their
experience.

Our Journey Today

Integrations

**Book Form
+ Payment**

Communications





How are customers booking?

Would you be able to easily **book online** on your own website using your thumbs on a smartphone?

AUTH

LOGIC

EMPATHY

People are mobile

73%

of EMEA bookings are made on a mobile device

[FAREHARBOR]



Part One: *INTEGRATIONS*

How do they affect customer's trust
in your company?

- Express Your Brand's Personality
- Ensure a Logical Progression
- Anticipation of Customer Needs



Which *INTEGRATIONS* do you use?

Item Grid Embeds



Calendar Embeds

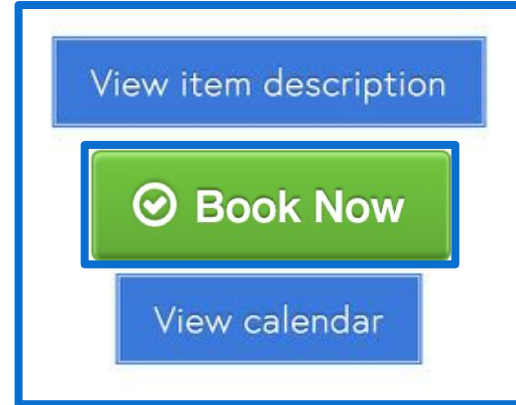
Book online ✓ Real-time availability

August 2022

| Su | M | T | W | Th | F | S |
|----|----|----|----|----|----|----|
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | 1 | 2 | 3 |

Click a date to browse availability

Book Buttons

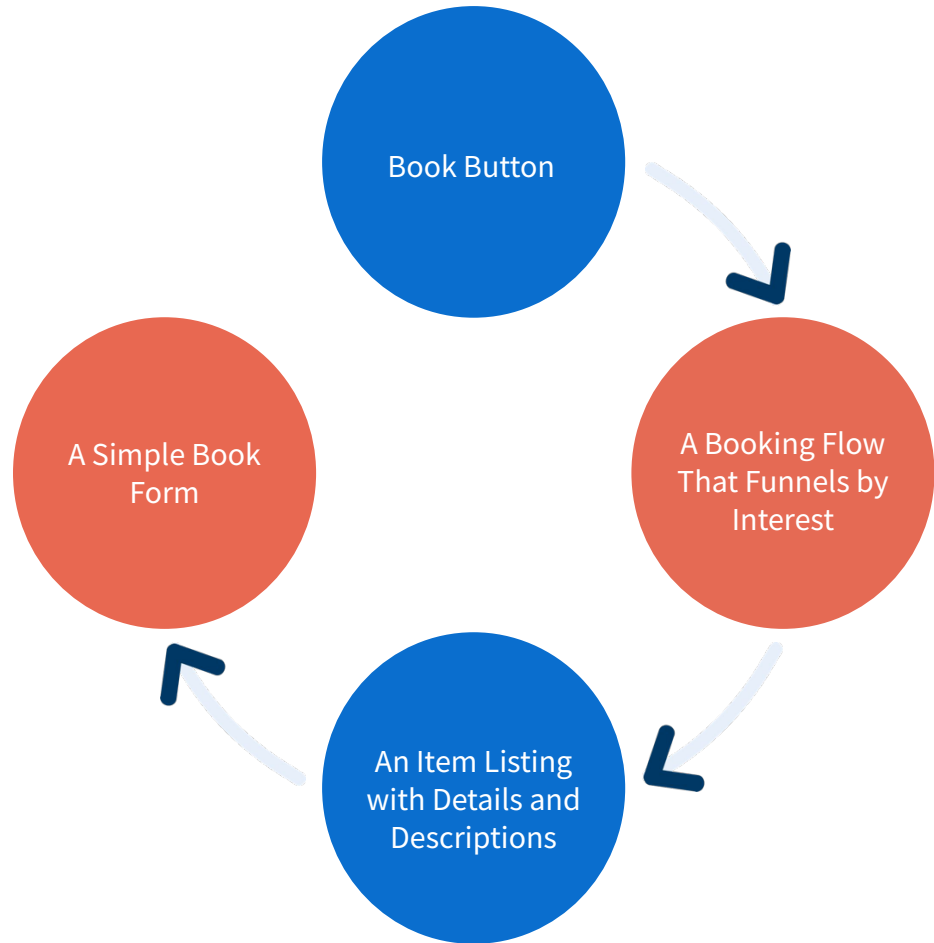
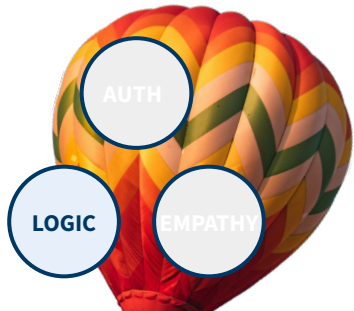


Earn Trust: Does your integration represent the most logical progression?



Every Click
is an *INQUIRY*.

Every Page
is a *RESPONSE*.



LIMITING Redundancy



Specialized Turbo Levo (S3/Medium)

Electric Mountain

Hourly Rate \$ 40

Daily Rate \$ 95

Weekly Rate 1 week min \$ 570

Book now →



Specialized Turbo Levo (S3/Medium)

From \$80 · Age 18+ to book · From 2 Hours to Weekly Rentals

Explore the great outdoors on our bikes!

Rates & Duration

Two Hours \$80

Full Day \$95

Two Days \$160

Weekly \$570

Weekend Special (Sat & Sun) \$135



FareHarbor SITES



QUICK DETAILS

- Ages: All ages
- Duration: 2 hours

Muskegon Lake Sunset Cruise

Get your camera ready and enjoy the afternoon breeze while cruising the Lake during our sunset cruise. This is a perfect time to relax with friends and loved ones.

What to Bring

- Please bring a photo ID if you plan on enjoying a cocktail on board. **BAR ON THE CRUISE IS CREDIT/DEBIT CARD ONLY!**
- Please dress for the weather (it gets chilly after the sun sets).

Note:

- Please arrive 20 minutes before sailing time.

| | |
|--|------|
| Adult Ages 11 And Older | \$30 |
| Child Ages 10 and under Must be accompanied by an adult | \$10 |
| Veterans and Active Service Members | Free |

Book online

✓ Real-time availability

August - 2022 -

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Click a date to browse availability

AUTH.

LOGIC

EMPATHY



Be Who You *ARE*

When it comes to authenticity, it doesn't have to be complicated

AUTH

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EMPATHY



\$158 Adults (18 and up)

\$94 Children (Ages 6- 17) Must be accompanied by 18+ Adult

Free Infants (5 and younger)

Prices for Monday, August 22nd 2022 @ 8am >

Bring a Towel. The Rest is Included.



Book on Mobile. Book on Desktop.

Have you utilized markdown and customized your item listing to communicate your brand? Do you have a floater? Is your lightframe functioning? Are price previews on? Can you identify any avoidable redundancy?

Submit a support ticket at <https://fareharbor.com/help/submit/> for a new integration.

CHECKLIST

BRAND IDENTITY

FLOATER UTILIZED

LIGHTFRAME FUNCTIONAL

OPTIMAL BOOKING FLOW

LIVE INTEGRATION

MONITOR & REVIEW



A person in a red harness and white helmet is rappelling down a tree in a dense forest. The background shows a vast expanse of green trees under a clear sky.

Book Form & Payment *TYPES*

A **trustworthy** book form:

- asks for information easily seen as relevant
- makes payment as painless as possible
- offers simple ways to enhance the customer's experience

Intelligent Custom Field use

Opportunities to enhance experience

Payment options



We need to talk about **Custom Fields**

Used properly they can be a logical progression through the book form and be authentically you.

How did you find out about us?

Select one

In the past 12 months, how often did you drink whisky?

Select one

At least once a week

At least once a month

Every 2-3 months

Every 4-6 months

Occasionally (less than once every 6 months)

Never


If you frequently drink other brands, which brands are these?


Used incorrectly or the presence of too many can drastically cut your conversions or in other words scare off your customers



Forms for customer *CONVENIENCE*

You're Booking

 **Deluxe Snorkel & Dolphin Watch**
Wednesday, August 24th 2022 @ 8am - 12:30pm

 4332 Reviewers
#54 of 203 Boat Tours & Water Sports in Kailua-Kona
TripAdvisor Traveler Rating
According to TripAdvisor travelers as of August 2022

| | | |
|---|--|-------|
| 2 | Adults (18 and up) | \$158 |
| 0 | Children (Ages 6-17) Must be accompanied by 18+ Adult | \$94 |
| 0 | Infants (5 and younger) | |

Adult \$158 ✕ Adult \$158 ✕

Guest Name

Guest Name

Adult \$115 ✕

Full Name

Please select your Shirt Size

Adult \$115 ✕

Full Name

Please select your Shirt Size

Adult \$115 ✕

Full Name

Please select your Shirt Size

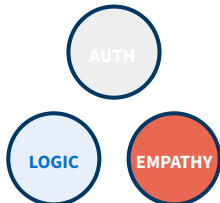
Guest Name:

guest names are used for coast guard roll call

Select Your Shirt Size
NOT MANDATORY



Consider This: If you are able to easily collect the info at check-in, it may be best to leave it off the book form.



Offer an **Upgrade**
Your Customers Will

LOVE

ENHANCE EXPERIENCES

Customers appreciate **simple opportunities** to make an amazing experience **even better**.

INCREASE REVENUE

Add a photo using markdown to **improve the chance** your customer **will buy**.

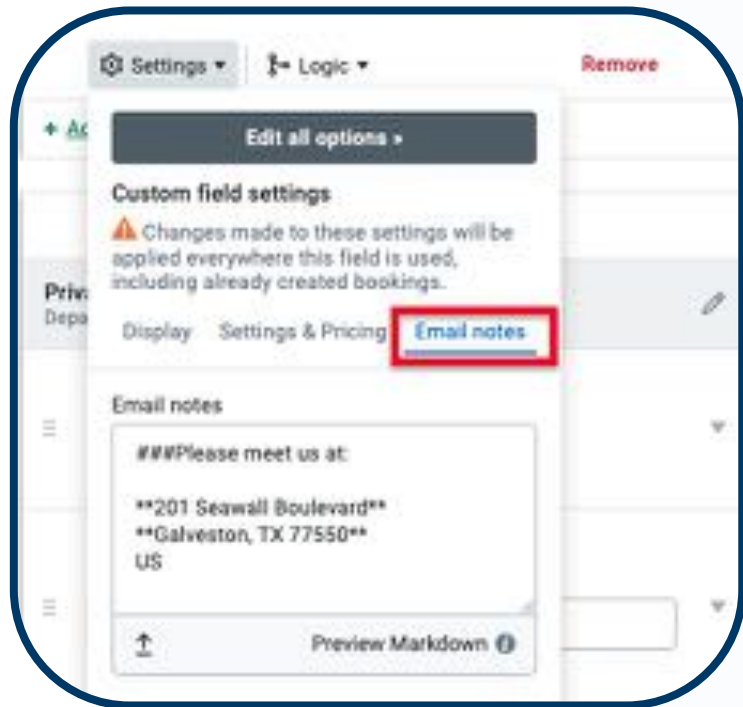
\$25 Check this box to add a bottle of champagne to your experience!



For **COMPLEX** Conversations

A helicopter tour company has multiple locations from which they depart.

By adding email notes to the custom fields indicating from **where** the customer would like to take off, **FareHarbor will automatically insert those notes** in your customer's confirmation email!



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POLL

When you're planning your own vacation,
what's your **LEAST FAVORITE** part of the
booking process?



Make Payment LESS PAINFUL

DEPOSITS

Take a **percentage** or \$ amount up front for **large ticket items** so customers can reserve without breaking the bank.

PAYMENT Links

A **paymentlink** works in tandem with deposits to enable multiple guests to **share the cost**.

tip:

Paying full price at check-out creates a simpler experience for the customer, only engage these features if payment is a barrier.

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Get Bookings for **BIG TICKET** Items

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EMPATHY

Deposit (\$1,920.32)

Subtotal \$3,427.00

NYS Taxes & Fees ⓘ \$208.02

Total \$3,635.02

Due now \$1,920.32

Pay later \$1,714.70



NEW FEATURE: Mobile Payments



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Christopher Grossi

Get text message notifications about your booking
We'll also send you email updates. Text message rates may apply. You can reply STOP at any time to stop. Text messages may contain additional marketing.

christopher.grossi@fareharbor.com

Get future email updates from Body Glove Hawaii

Payment

Apple Pay

Credit or debit card

Cancellations

Parties of nine or less will receive full refund with 48 hours notice of cancellation. Parties of ten to 19 require 72 hours notice to receive a full refund. Parties of 20 or more require seven days notice of cancellation for a full refund. Full refunds will be given in case of operator cancellation.



How can you make a more *TRUSTWORTHY* Book Form?

Limit Custom Fields

If you can live without the information until check in, don't ask for it in your book form.

Offer Upgrades

Utilize a checkbox to make an upgrade easy, use Markdown to make the sale!

Use Payment links

If deposits are on, make sure payment links are too!

Consider Deposits

If price is stopping you from listing an item online, utilize deposits. Nothing to lose!





Communications

Automated communications
create loyalty and build on
trust.

They display expertise, reinforce
your brand identity, and prepare
your customers for the experience.



LET'S TALK ABOUT...

- 1 Confirmation emails
- 2 Reminder emails + texts
- 3 Online cancellation + rebooking
- 4 Follow-up emails



All The Details Your Customer *NEEDS*

Our retail shop is located in the Illima Court Shopping Center at 75-5629 Kuakini Hwy., Kailua Kona, HI, 96740. Our boat is located just one block away. Did you forget something? No problem, our retail shop is fully stocked with sunglasses, hats, towels, sunscreens, underwater phone cases, and more!

PLEASE NOTE: We are a SMOKE FREE vessel

Gluten free, vegetarian or vegan meals are available by calling 800-551-8911 a minimum of 48 hours before your adventure.

BE MINDFUL

Due to occasionally heavy traffic, please allow extra drive time for potential delays.

The Kailua Pier is located in the heart of downtown Kailua Kona, ocean front of the King Kamehameha Courtyard Marriott Kona Beach Hotel.

[GET DIRECTIONS](#)

Included On This Trip:

Breakfast, Lunch, sodas, juices and snacks
Snorkel gear, instruction and flotation toys
Alcoholic beverages are available for purchase from our Premium Bar; proudly serving locally made rum, vodka, whisky, and beer
Plenty of shade, fresh water showers, and restrooms
20 foot water slide & 15 foot high dive platform
Double wide swim steps
Excellent chance of dolphin or other marine mammal sightings

Just bring a towel and a smile!

Body Glove: Please arrive 30 minutes prior to departure time. Parking directions:
<https://goo.gl/maps/KVX5mZRQr642> Confirmation:
fhbr.co/8ZBCb-8FPg

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CHANGE of Plans?

SET UP Policies & Rules

CANCEL + REBOOK from the Confirmation Email

Booking #277952

 Sightseeing Tour
Saturday, October 16th 2021 @ 2pm - 5pm
2 Adults

Add to your calendar:
[Google Calendar](#)
[Apple Calendar](#)
[Yahoo Calendar](#)
[Outlook Calendar](#)

Cancel Booking

You can cancel until 10/14/21 @ 3pm.

Cancellation options

Gift card
 Refund

Yes, please cancel my booking.
Check this box to confirm you want to cancel.

You'll be issued a gift card for \$99.00, which will be included in your cancellation email. Redeem online at [islandtours.com](#). Your gift card may only be used for making purchases with Island Tours and Activities, and cannot be redeemed for cash unless required by law. Complete terms and conditions available at [fareharbor.com](#).



FOLLOW UP Reaffirm the Experience

Leave a lasting impression

Reinforce your brand, make a promotional offer, and show you want to hear how you did.

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*Use Follow Ups to
Offer Promos*

10% OFF

**Use Promo Code
DoltAgain10 at
Checkout!**

*Get the Review You
Earned*



[Review us on Google](#)

**Highlight the
platforms that
matter most.**

Mahalo for choosing Body Glove for your vacation!

We hope you enjoyed your time with us and want you to know you are now a part of our 'Ohana. If you ever find yourself back on the Big Island please join us for a "repeat offender" discount.





Confirmation Emails

Reiterate, Expound, and
Authenticate



Reminder Email & Texts

Eliminate Stress and Deliver
Travel Instructions



Online Cancellation & Rebooking

Empower Customers to Stay
Loyal Through
Self-Management



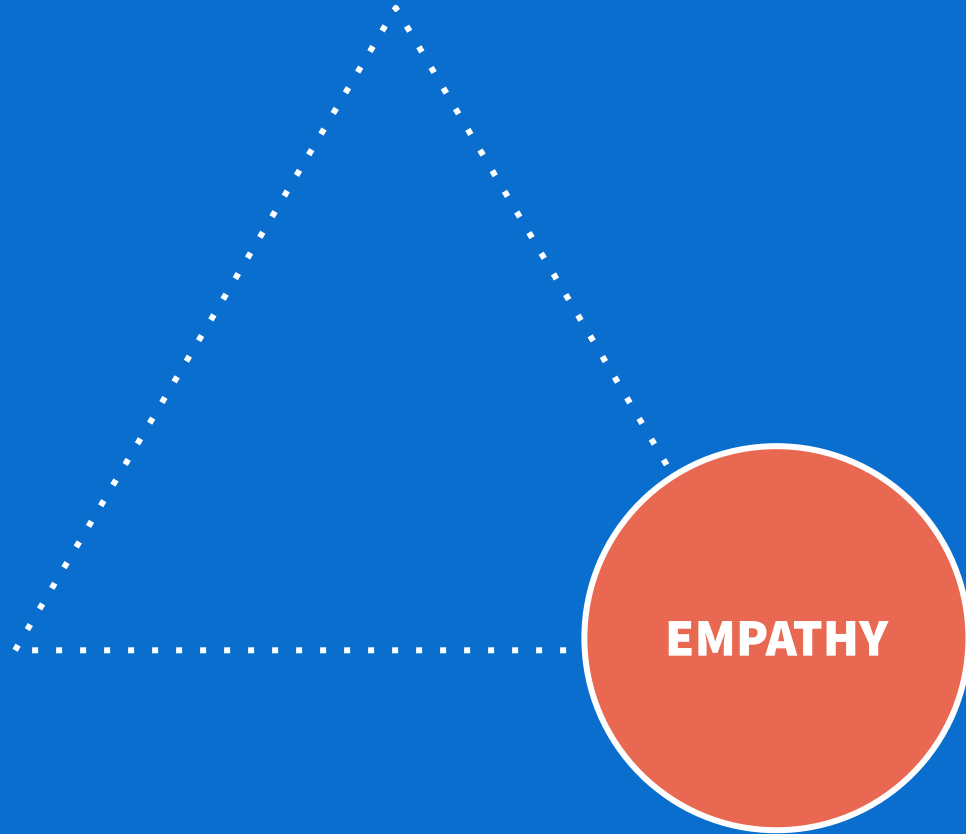
Follow-up Emails

Create an Opportunity to
Listen, and to Recommend
Similar Brands.



In *CONCLUSION*

In order to create trust don't forget to utilize your FareHarbor tools to carry the following criteria:

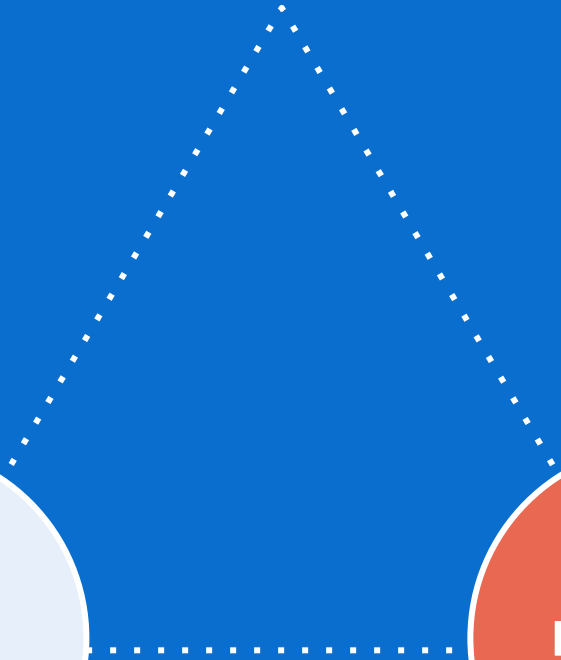


Customers believe you care about their experience.

In *CONCLUSION*

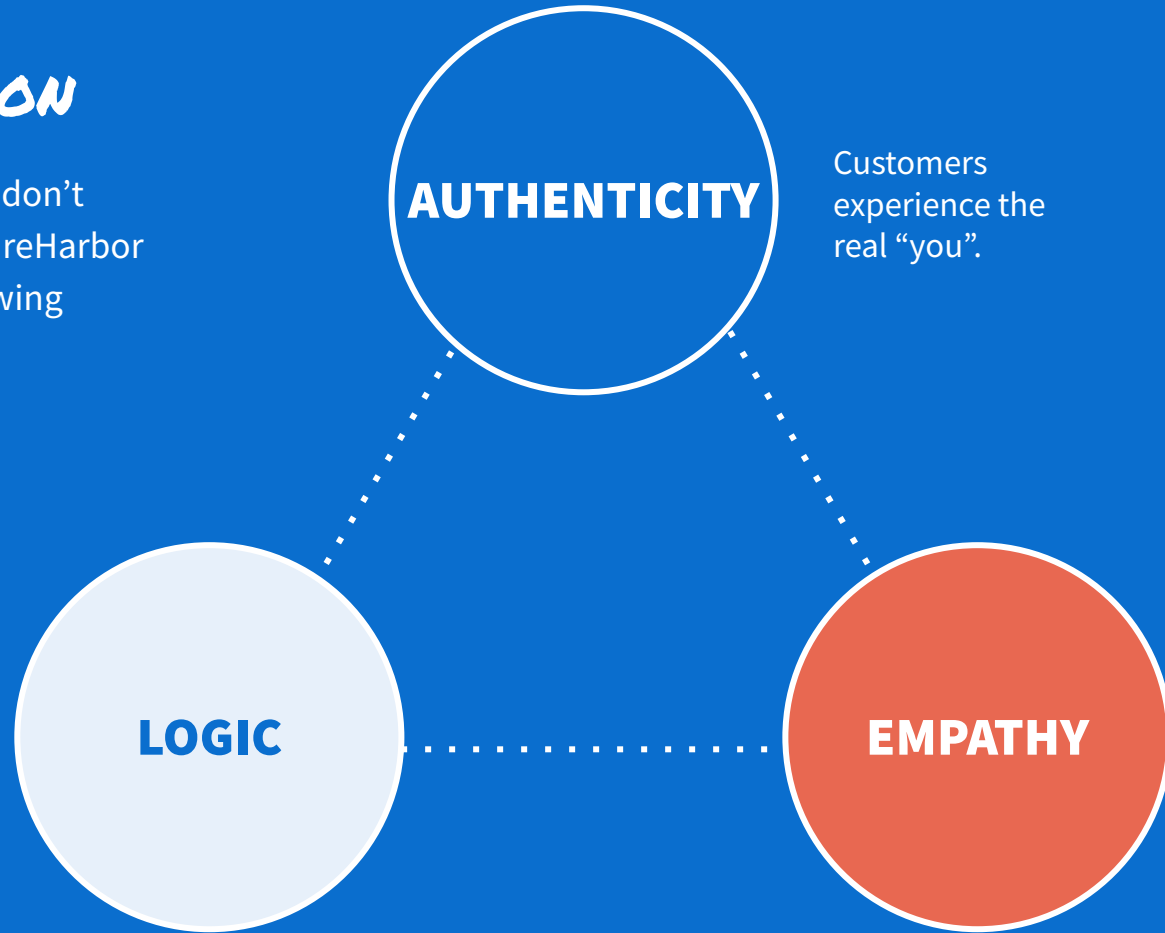
In order to create trust don't forget to utilize your FareHarbor tools to carry the following criteria:

Customers know you can do what you say you will do.



In *CONCLUSION*

In order to create trust don't forget to utilize your FareHarbor tools to carry the following criteria:

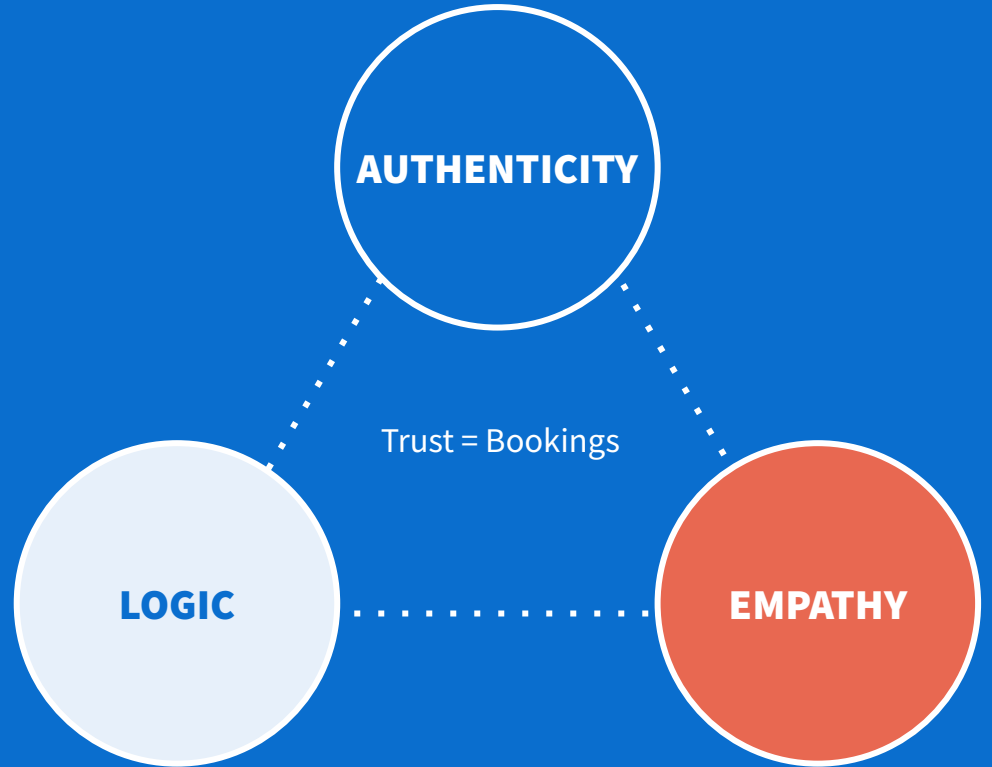


To Do List:

Check your mobile view!

Can you easily check out in a few clicks?

Are you utilizing all the fareharbor tools mentioned?



THANKS 

Any questions?

