

FAREHARBOR

# SPARK

VIRTUAL 2022

The logo features the word "SPARK" in a white, sans-serif font. Each letter has small blue dots at the top and bottom of its vertical strokes. To the right of the word is a stylized orange graphic consisting of three horizontal lines of varying lengths, with the top line being the longest and the bottom two being shorter and slightly angled. Below the word "SPARK" are two horizontal orange lines, one on the left and one on the right, framing the text "VIRTUAL 2022" which is centered between them.

How You Can Build Trust Throughout the Customer Journey



**Stephen**

**ACCOUNT MANAGER** FareHarbor  
**Murray**





How You Can Build Trust Throughout

# The Customer Journey

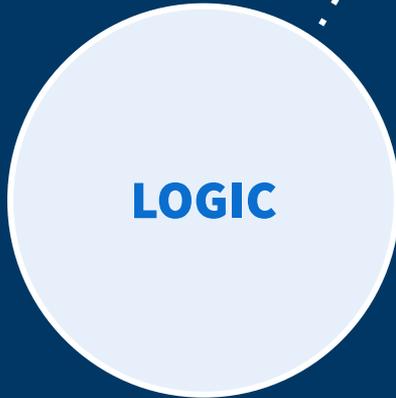


# The Three Criteria For *TRUST*



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.

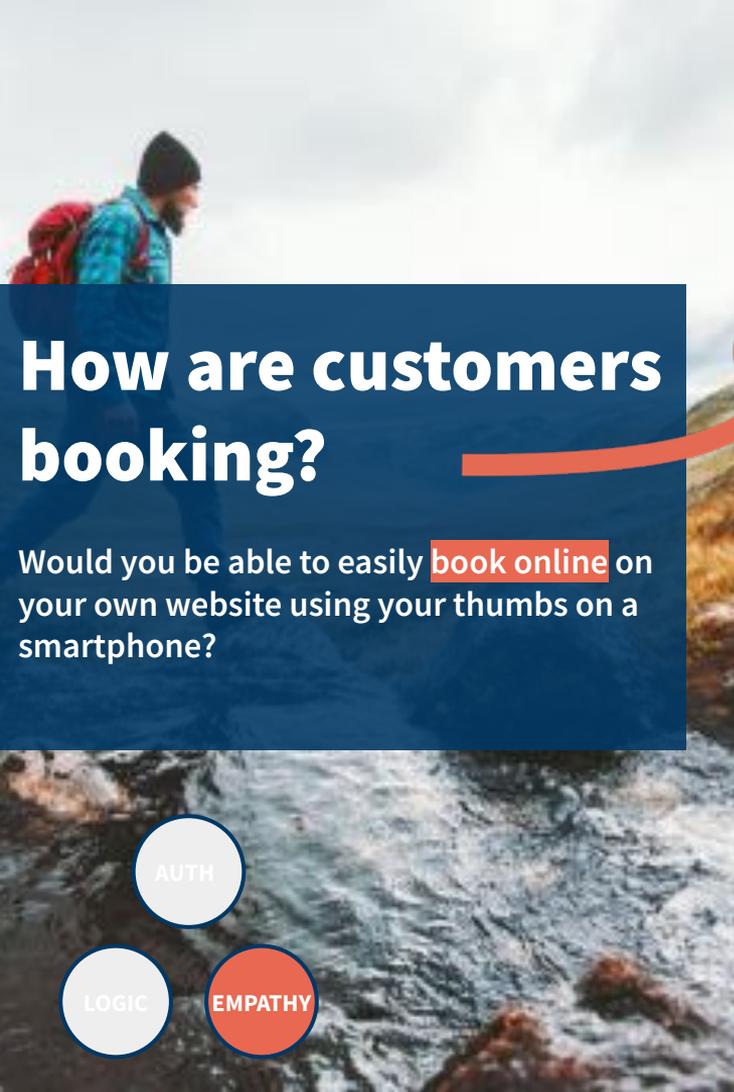
# Our Journey Today

**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?

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

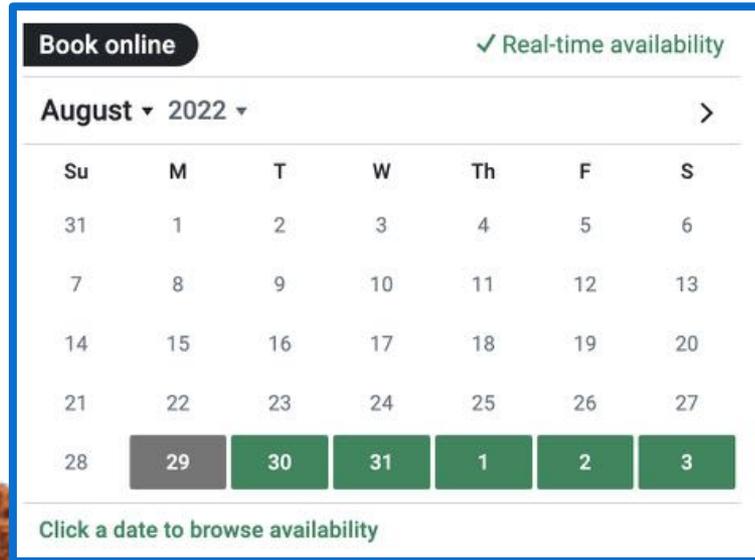


# Which *INTEGRATIONS* do you use?

## Item Grid Embeds



## Calendar Embeds



A screenshot of a calendar embed for the "Beach Helicopter Tour". It features a "Book online" button and a "Real-time availability" indicator. The calendar shows the month of August 2022. The dates 29, 30, 31, 1, 2, and 3 are highlighted in green, indicating availability. A "Click a date to browse availability" message is at the bottom.

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

## Book Buttons



A screenshot of three book buttons for the "Beach Helicopter Tour". The buttons are: "View item description" (blue), "Book Now" (green with a checkmark icon), and "View calendar" (blue).

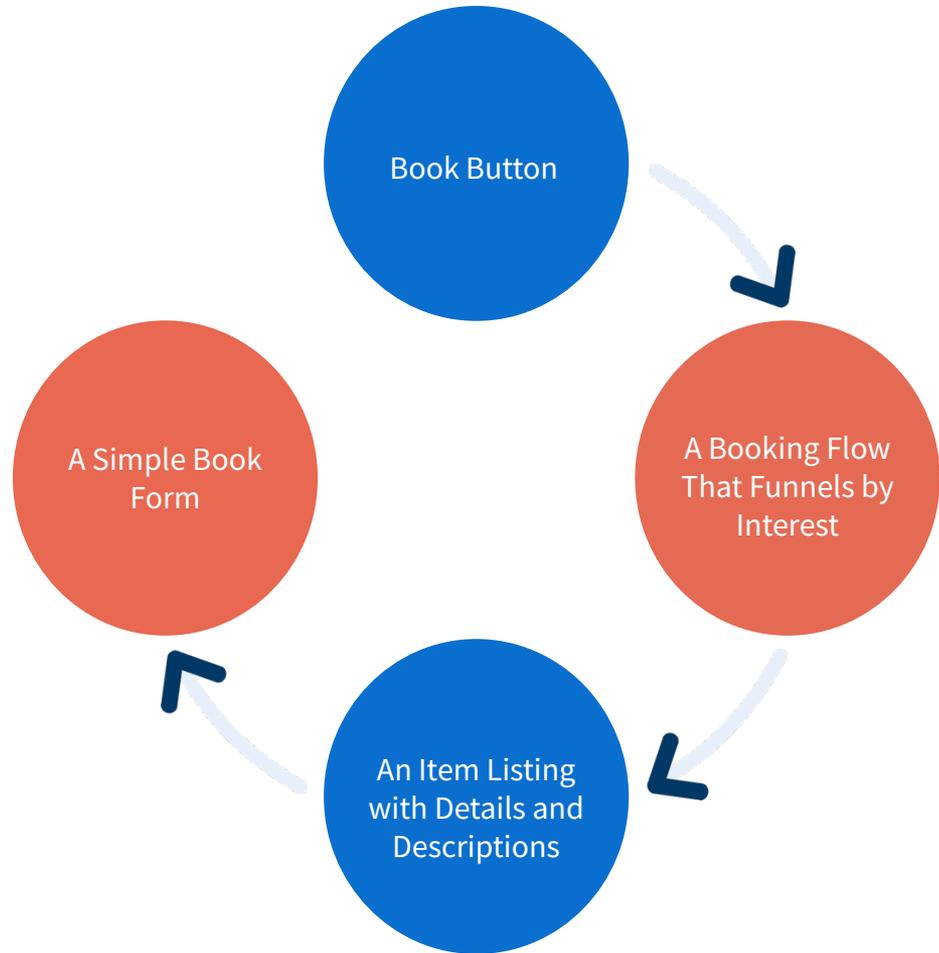
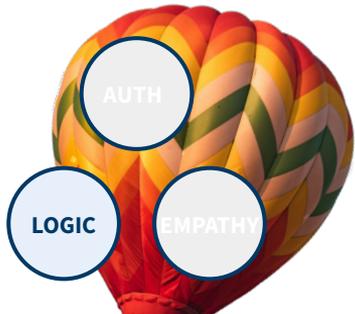


**Earn Trust:** Does your integration represent the most logical progression?



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 -

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

AUTH.

LOGIC

EMPATHY



# Be Who You *ARE*

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

AUTH

LOGIC

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

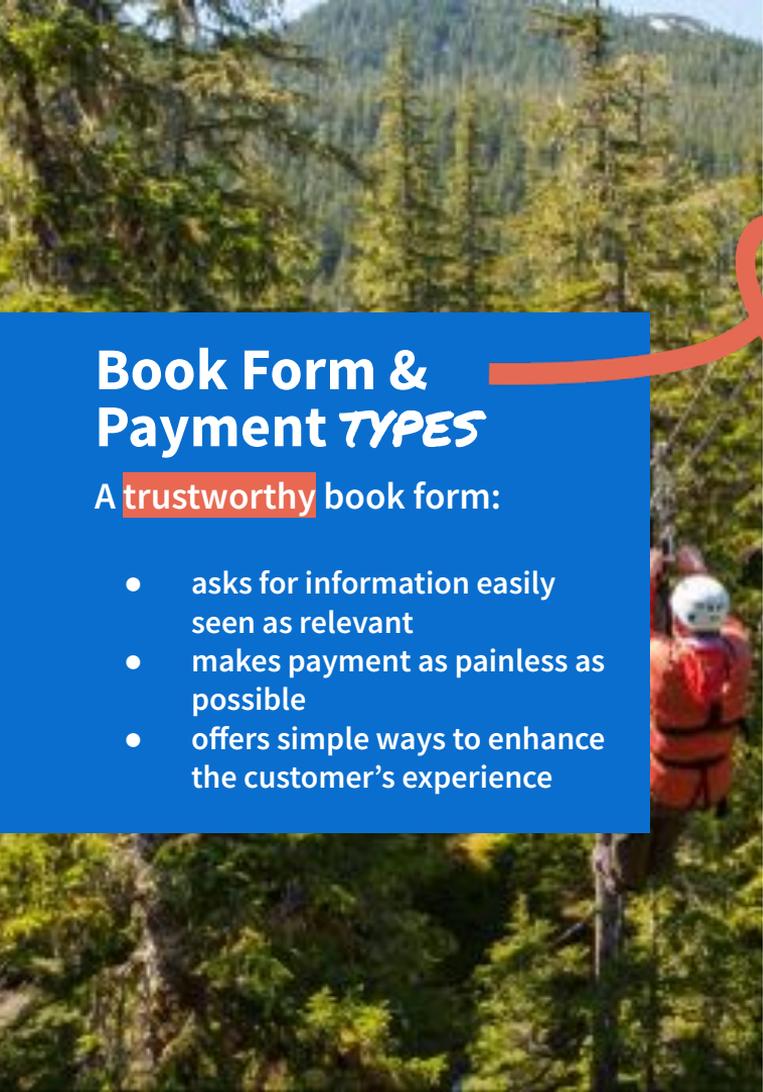
LIGHTFRAME FUNCTIONAL

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

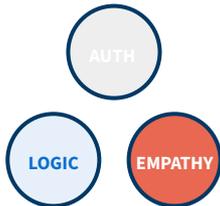
Guest Name:

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

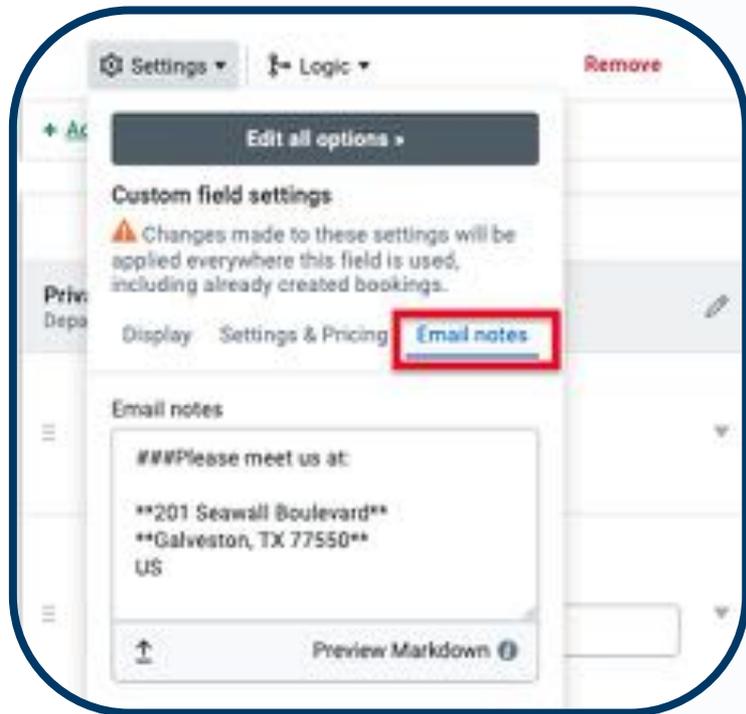
Check this box to add a bottle of champagne to your experience!



## 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!



AUTH

LOGIC

EMPATHY





## POLL

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



# Make Payment LESS PAINFUL

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## 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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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?

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## 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

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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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EMPATHY



# 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

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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



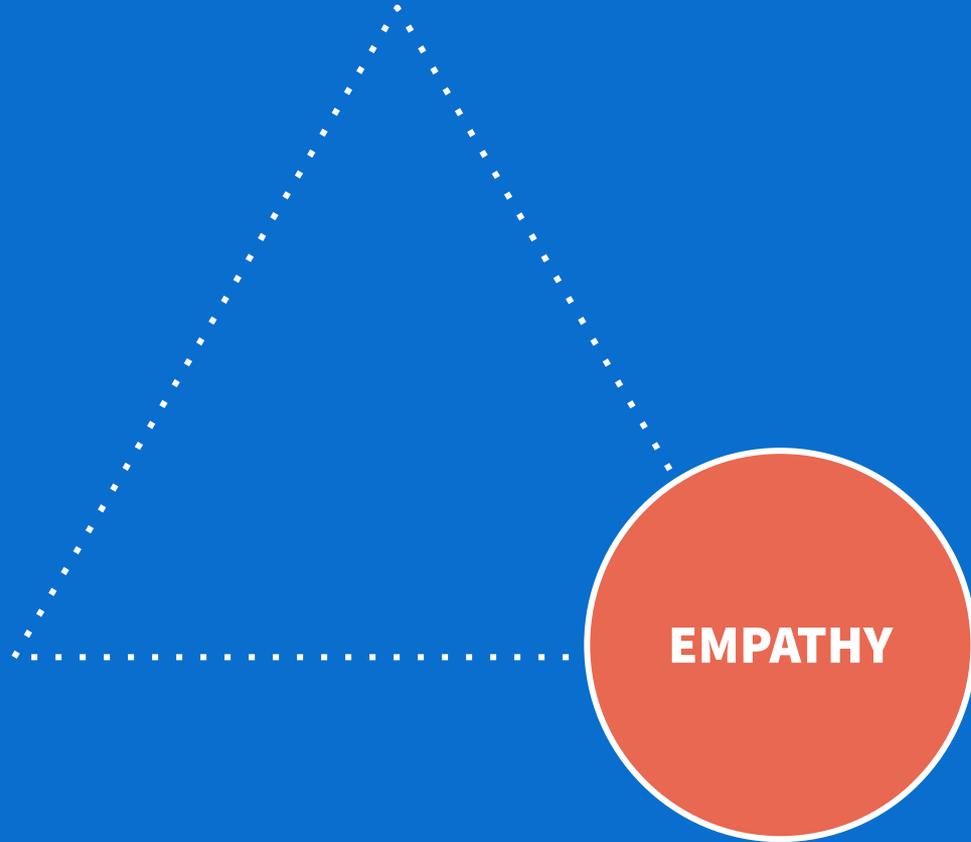
### **Follow-up Emails**

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:

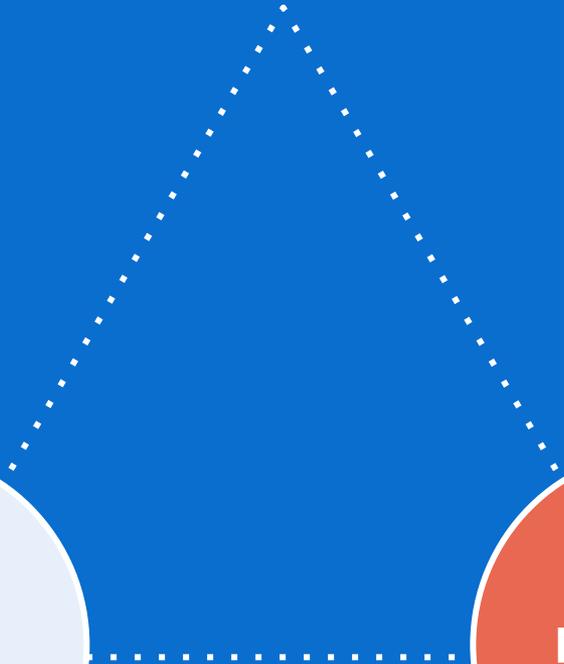
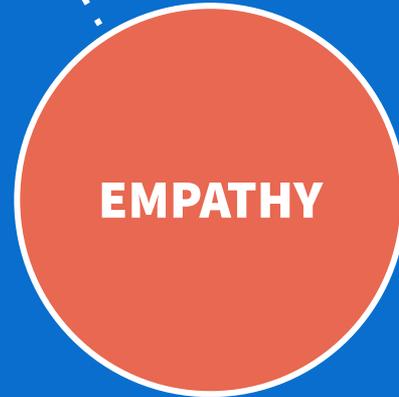
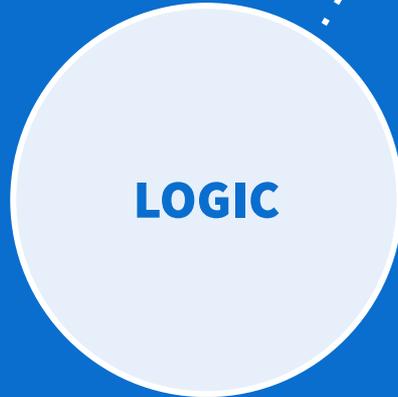


Customers believe you care about their experience.

# In *CONCLUSION*

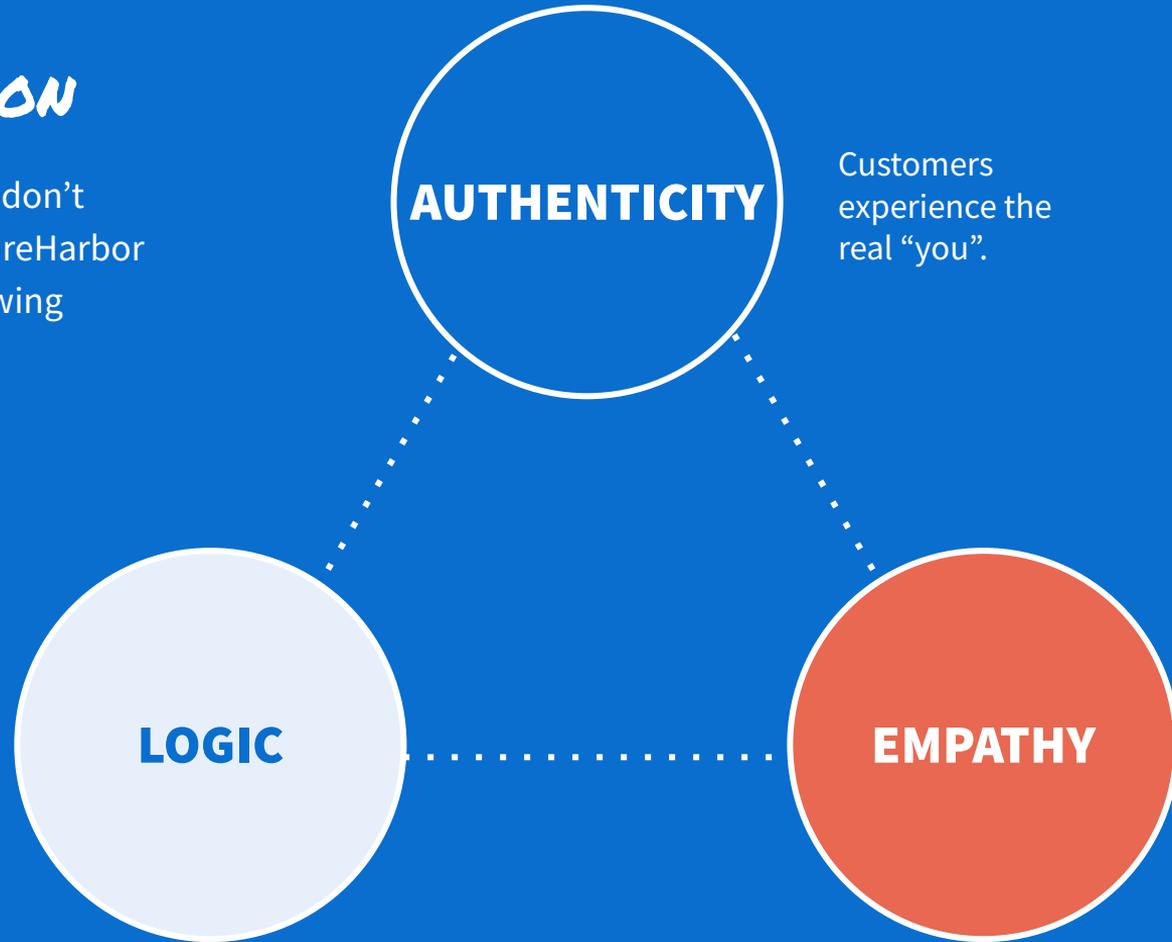
In order to create trust don't forget to utilize your FareHarbor tools to carry the following criteria:

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:



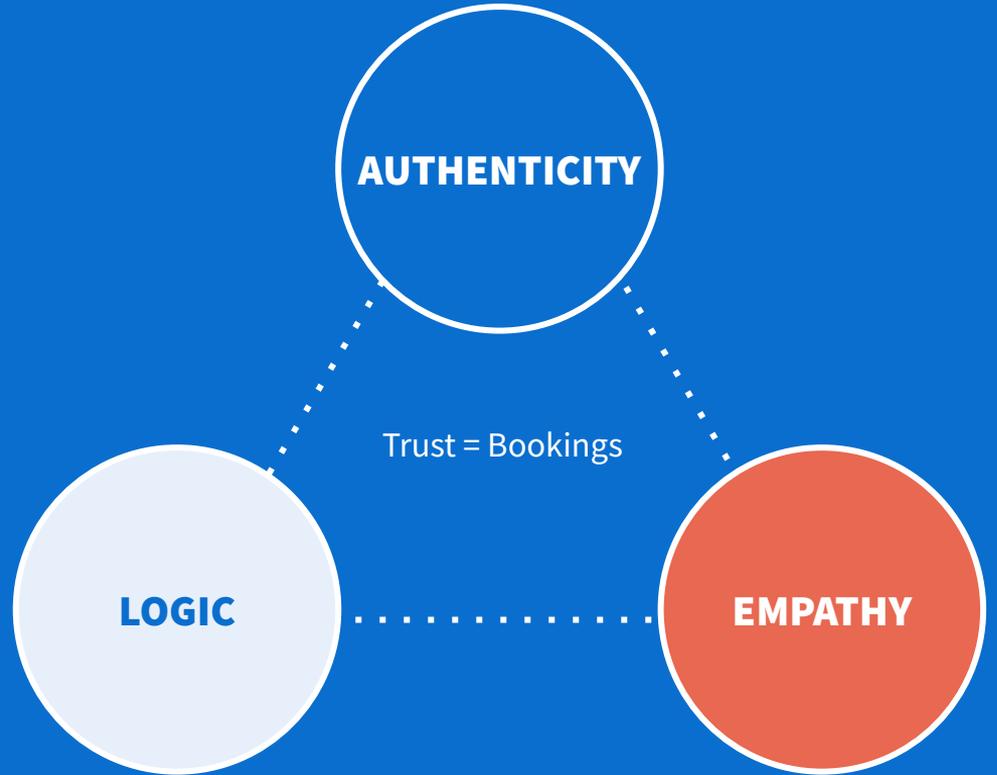
## To Do List:

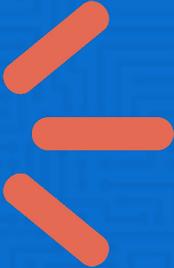
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**Check your mobile view!**

**Can you easily check out in a few clicks?**

**Are you utilizing all the fareharbor tools mentioned?**



THANKS 

Any questions?

