

33 POINTS OF INTERACTION	RATING (1-5)
DIGITAL TOUCH POINTS	
Excellent Reviews Online (emphasis on Google Reviews)	
Positive Media Coverage in SERPs (search engine results pages)	
Strong and modern branding	
Professional Looking, Photo-centric website	
Mobile Friendly, User Experience	
Clean, easy to use online reservations system	
Clean, easy to use gift voucher system	
Steady, consistent stream of social media content on Facebook & Instagram	
Quick to respond to inquiries through social channels	
OFF PROPERTY TOUCH POINTS	
Professionalism on the phone	
Road signage. Well positioned on the route	
ON PROPERTY TOUCH POINTS	
Presentation of the Car Park (orderly, well -signed)	
Landscaping	
Presentation / Cleanliness of Reception	
Efficient check-in procedures	
Presentation / Cleanliness of Hangar / Packing Mat	
Presentation / Cleanliness of buildings and premises	
Warm and friendly check-in. (good first impression)	
Well-mannered, well-dressed, polite & attentive staff	
Attention and communication with guests while waiting	
Wait times from check-in to boarding	
Professional and friendly instructors	
Presentation of Instructors	

33 POINTS OF INTERACTION	RATING (1-5)
Presentation of videographers	
Clean and well-maintained jumpsuits	
A clean and comfortable experience for spectators	
Clean and modern gear & equipment	
Clean and well-maintained aircraft	
Executing a customer-focused skydive (no hard spirals etc)	
Strong Closing with Guest (shaking hands, presentation of certificate by instructor)	
Professional Certificate (quality of paper and design and other materials)	
Wait times for media	
Quality of Photo and Videos (branded materials / good edit / timeliness)	