

Moccasin Trails

Video Clip 7: Customer Feedback

- Q:** Could you, at any point, like, ask previous customers, potential ones or even after you've started, have you done any research or conversations with them about what they enjoyed the most, what was most important or significant to them? Any type of research on the customer side?
- A:** Yeah. We didn't do so much before, but we really engage our visitors during and after on where their headspace is at, you know? As they're paddling down in a canoe and there's thousands of sockeye salmon, like, hitting their paddles, and there's eagles flying above them, and there's a black bear swimming across the river right in front of us, really are tapping into them to find out-- "Okay. Do you realize the significance of this right now?" And we have those conversations of, kind of, where they're at right now. Okay. You know? Like, this is very special for us. And so, right now that eagle is very special, so we want you to feel that. Where I'm feeling it right now, maybe you might not feel, but I really want you to look at that eagle through an Indigenous lens, and I want you to feel what I'm feeling right now. And really that's how we want to have our visitors feel. And so, we're always talking to them, and we're always, you know-- "What do you think of that?" "Oh, my God. I've never seen it that way, or I've never done this feeding of the Water Ceremony before, Greg. It's-- I don't know what I'm feeling right now." And don't get me wrong, there's some people that'll just start crying. I've had people that we'll do a feeding of the Water Ceremony, and they just start crying. And she looked at me and said, "Greg, I have no control over my body. I don't want to cry. I don't even know what I'm crying about. I'm just crying." And so, that's what we want to achieve. We want them to really have that special feeling that we have every time we see an eagle or a bear or a salmon or we're canoeing down or walking the ancestral paths. So, we check in with them, you know, during and then afterwards as well. You know? I think that-- To be honest, I think we could probably do a better job of maybe an evaluation of their

experience. Right now, we don't have any forms or anything for them to fill out online or paper or whatever. It's more just through conversation, and then we'll take that conversation, and we'll use it to our advantage in, maybe in a marketing way. Maybe we'll use a testimonial of them. That's something that we really want to capitalize on now. Because right now, we know that guests are leaving transformed, but-- And we know they're transformed just through conversation, but now I think what we need to do a better job of is taking that transformation that the guest is having and being able to capture it in a marketing way, whether through testimonials or whether through an evaluation form that they have to fill out or something like that. And that's something that, you know, we need help with. We're not professionals in that area, but we can surround ourselves with people that can really help us with that. So, that's part of the business where we really need a lot of help in, is being able to capture that special feeling that the guest leaves. And being able to capture that, bottle it up, and being able to use it as a marketing tool. Right now, we don't have that.

Please note that this transcript has been slightly modified; it is not a verbatim copy of the original audio clip.