

HELP!

The LSU Athletic Department strives to create a **safe, entertaining and memorable gameday** that **celebrates history, enhances guest experience** and embraces the **customer service skills** and **character** of you, our **Team Members**.

The **impact** of our **Team Members** is **tremendous**, beginning from the **first interaction** of the day and ending when the last guest leaves the venue. By applying the principles of **HELP!, Team Members** contribute to the **excellent level of guest service** while also helping to **create moments that make LSU a place like no other**.

HELP!



HELLO

Say **"Hello"**! Every interaction should include a positive, welcoming greeting and farewell.

- **Approachable**
- **Positive Attitude**
- **"Welcome to LSU!" / "Have a Great Night!" / "Geaux Tigers!"**



ENGAGE

Engage our guests to create memorable experiences.

- **Knowledgeable**
- **Proactive**
- **Willing to Assist**



LISTEN

Listen to our guests and understand their needs.

- **Body Language**
- **Invested**
- **Complete the Interaction**



PRIDE

Take **Pride** in your appearance, behavior and role.

- **Value Yourself**
- **Represent LSU**
- **Understand Your Impact**



LAGNIAPPE

Lagniappe represents a little something extra for our guests.

- **Connect with Guests**
- **Add Your Louisiana Touch**
- **Create Memorable Experiences**

