



# How to welcome and wow your visitors



# Why first impressions matter to your company

Think back to the last time you met someone really memorable. What was it about them? Maybe it was their smile or their professionalism. A first impression matters, and a thousand little things can change the way you feel about someone.

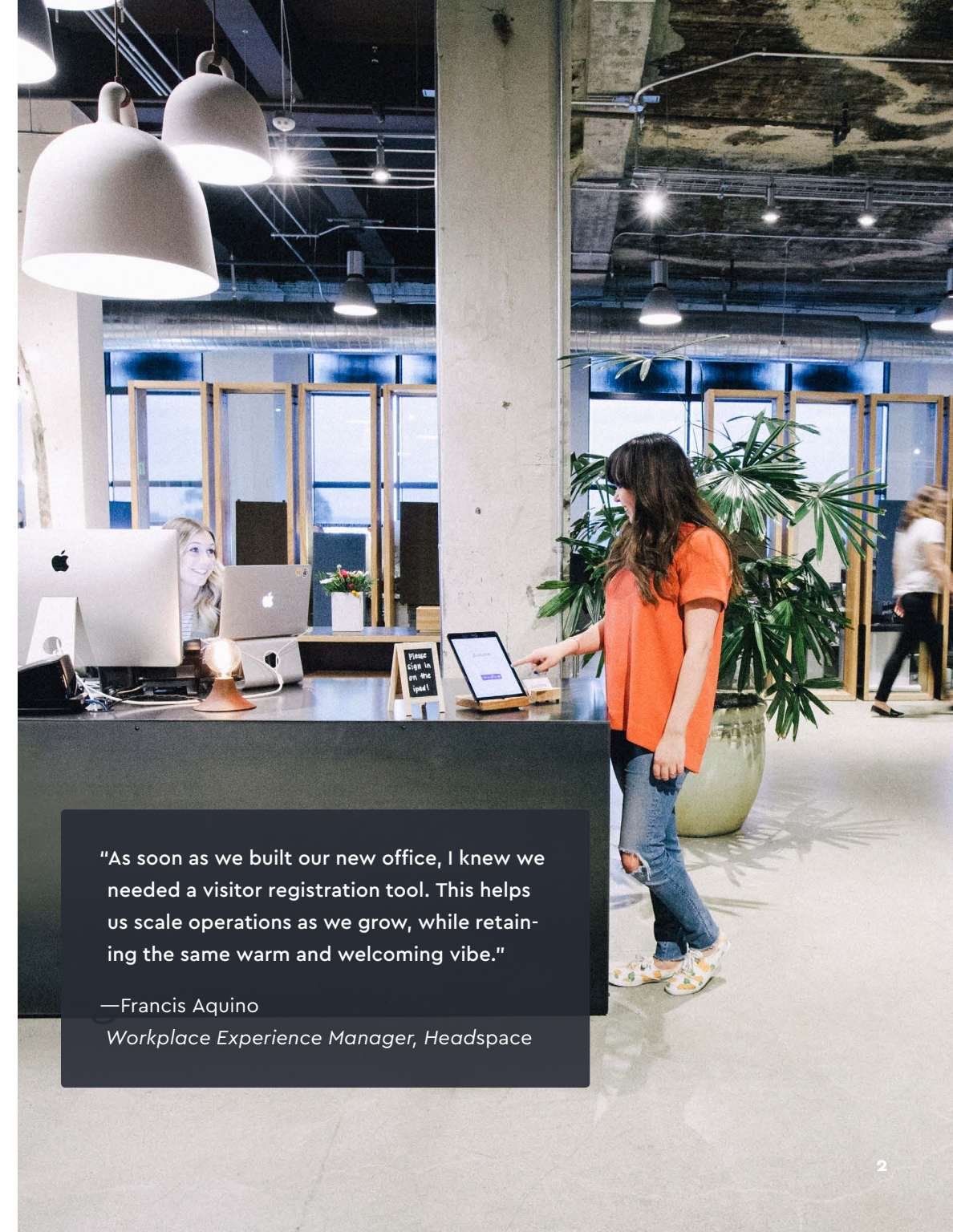
Details matter, too.

Take a five star restaurant for example. If they know that you're there for a birthday, they'll surprise you with a complimentary dessert to celebrate. Personal details, coupled with a great first impression, make the entire experience memorable.

And for your business, mastering these two things are the secrets to creating the best visitor experience.

Think about how you'd like guests to feel in your home. Wouldn't you want investors, customers and potential hires to feel the same way when they enter your office? When you provide a warm welcome, they'll remember you in a positive way.

Between launching new products, outsmarting the competition and growing a customer base, we know you're busy. Improving your front desk or ditching your paper and pen sign-in book may not even be on your to-do list. That's why we're here with three simple strategies to turn your sign-in process into a welcoming, memorable experience that really wows.



"As soon as we built our new office, I knew we needed a visitor registration tool. This helps us scale operations as we grow, while retaining the same warm and welcoming vibe."

—Francis Aquino  
*Workplace Experience Manager, Headspace*

## Strategy #1

# Avoid the unpredictable front desk traffic jam

Some days it feels like everyone seems to show up all at once, leaving a crowd of visitors milling around your lobby. What tools do you give your operations team so they can effectively sign in and properly greet these visitors?



### SOLUTION

Automate the manual tasks and enable your team to spend more time creating a personal guest experience, right from the start.

On days where it seems like everyone arrives at once, it can feel like there just aren't enough hours in the day. When this happens, visitors are milling around the lobby, your team is off tracking down their hosts and everyone is scrambling to fill out paperwork. It's not the most efficient use of anyone's time.

When you realize many of these manual tasks can be automated, your team will have more time to focus on strategic initiatives that impact your company and culture.



**Empower your office managers to be your brand ambassadors by giving them an unconventional title. At Medallia, instead of "Office Manager" they have a "First Impression Coordinator." Over at MailChimp, they have "Smile Developers" that greet visitors.**

So how do you make sign-in more delightful for your visitors and your operations team, while ensuring that each brand touchpoint is powerful?

Two words: visitor registration.

With a visitor registration system like Envoy, your team could save the time spent signing in visitors, completing their paperwork and chasing down their hosts. Your visitors could sign themselves in quickly, while the system automatically notifies hosts on apps they already use—like Slack, text message or email. This way, no one has to spend time tracking anyone down.



**Envoy**

Hey! Amy Devereux is here for you at the front desk.

HOST NOTIFICATIONS ON APPS YOU ALREADY USE

Not only will digital visitor registration save you time, it delights your visitors because sign-in is easy. Visitors appreciate the tech-forward experience, since most people are used to signing in on paper. Giving visitors this new experience gets them through the line faster and leaves a better impression.

### Envoy customer success story

"Our visitor registration system and automatic host notifications have given us thirty percent more time, which means we can focus on serving our members and creating a better, more professional guest experience." Lizzy Roberts, Junior Memberships Manager at **Galvanize**.

Galvanize is a tech education company with six campuses in the United States. These spaces are home to a mix of entrepreneurs, founders, students and teachers. That means hundreds of people are visiting the campus each day, and there



SIGNING IN AT GALVANIZE



can be as many as seven hundred community members in the building at any given time.

Needless to say, Galvanize's ten person operations team is always busy, and the front desk is a constant flurry of activity.

Before they had a visitor registration system, managing the front desk was a challenge. But by using host notifications, self sign-in and automatic Bluetooth sign-in, they've saved thirty percent of their time. With this extra time, their front desk coordinators' responsibilities have grown, and they can better take care of their members.

Envoy visitor registration even gives your frequent visitors the luxury of signing in automatically upon arrival. If the visitor has the Envoy Passport app on their phone, they can automatically sign in using Bluetooth technology, making the whole process even easier.

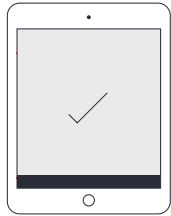
**Replace pen and paper, sign in faster**



ENABLE BLUETOOTH



QUICK TAP



DONE

With all this saved time, you can start building relationships with each visitor and making them feel welcome. This adds that warm, personal touch that makes every visit memorable.

## Strategy #2

# Make all guests feel like VIPs

When you have a small staff in charge of your front desk, it can be hard to make each visitor feel special. We already talked about freeing up time to have meaningful conversations, but how can you give that extra VIP-treatment to make sure guests feel special?



### SOLUTION

The VIP experience can start before visitors even walk through your doors. Pre-registration allows you to share important arrival information with VIPs automatically, plus it helps your team know when to roll out the red carpet.

When you're expecting a visit from a VIP, like a board member or investor, you can make sure they get the white glove treatment they deserve.

Pre-registration enhances the VIP experience before visitors even walk through your doors. With pre-registration, it's easy to send visitors all the information they need—like directions, a building map and more. This guarantees an exceptional experience before they even arrive.

Not only does pre-registration make arrival a breeze, but it's a great way to showcase the sophisticated effort you take to care for your visitors.

## Envoy customer success story

"When you've built a culture around meaningful relationships, the last thing you want to do is leave guests waiting to be noticed. This whole experience reinforces the **POPSUGAR** brand," says Bjorn Pave, Senior Director of Information Technology at POPSUGAR.

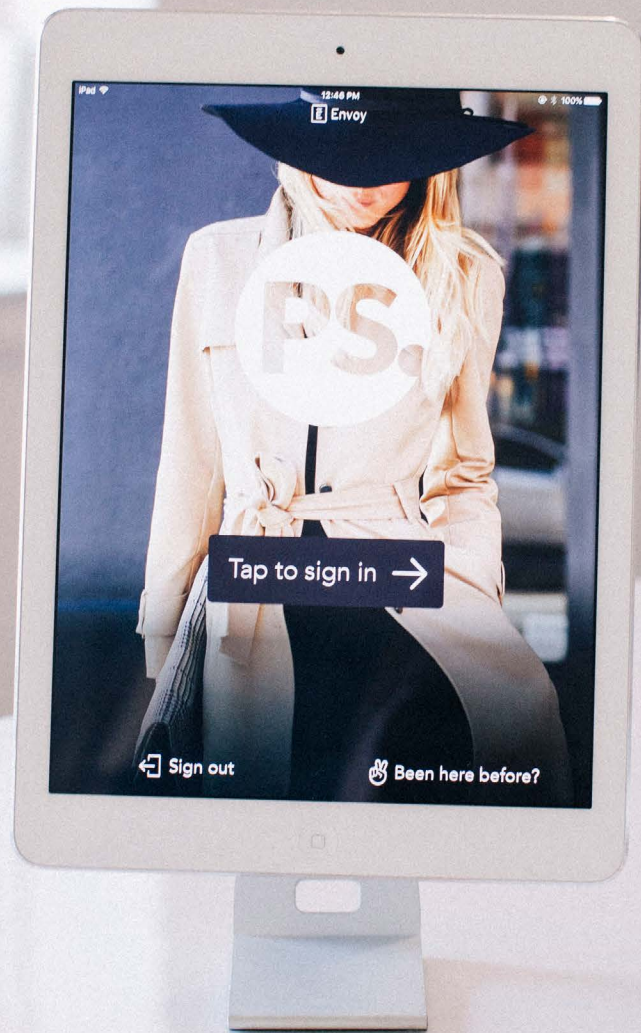
POPSUGAR Inc. is a global media and technology company that is parent to lifestyle media publisher POPSUGAR, digital shopping platform ShopStyle and monthly subscription box POPSUGAR Must Have. Together, the brands attract one hundred million monthly visitors worldwide.

With thousands of people moving through offices in San Francisco, Los Angeles and New York City, POPSUGAR's front desks were overwhelmed. They've spent years building their culture and brand as "equal parts best friend and trusted expert." That's why first impressions matter to POPSUGAR. "We hate to leave someone waiting for more than five minutes. That's not the experience we're known for," says Pave.

A large community of reporters, key investors, staff, vendors, retailers and partners are often invited to POPSUGAR's offices. But all too often, a group of people would arrive en masse, making it difficult for a receptionist to take care of everyone at the same time. Some guests were forced to coordinate with their host themselves while waiting. Something needed to be fixed. In a couple days, POPSUGAR was up and running with Envoy's visitor registration system.

With the right visitor registration, POPSUGAR's welcome process is more efficient and consistent. Guests get the personal attention they deserve, and hosts can easily be notified about their visitors via text message, email or chat.





It's easy to continue the VIP experience once visitors arrive, too. At the front desk, wow them with a fully customized iPad design that shows off your beautiful branding: a simple logo, friendly welcome message or bold slideshow.

Plus, you can customize the sign-in process further to cater to different types of visitors. It's simple to present visitors with custom legal agreements depending on their purpose of visit. You can even select certain visitors that skip legal agreement signing altogether.

**TIP** Make sign-in special from end to end with customization. From a detailed invite email to a personalized welcome message on your lobby TV, these little touches can make a big impression. Best of all, they don't take any extra time!



Continue the wow-factor by pairing your iPad with an AppleTV for a full-screen greeting in your lobby. You can even show a custom message or play a video that's sure to leave a lasting impression.



## Strategy #3

# Keep your office and ideas safe

It's important to know who's welcome in your office, and more importantly, who's not. How do you easily spot visitors who haven't signed in?



### SOLUTION

Keep a list of unwelcome visitors and implement a required badge system to enhance security and to identify strangers in the office. Make sure every visitor signs an NDA upon sign-in to protect your valuable intellectual property.

Having a streamlined badge system in place is the safest and easiest way to identify unwelcome visitors. With a digital visitor registration system, you can automate badge printing: when a visitor signs in, a badge will print with their name, the time, date and their hosts' name. This makes it easy to require each visitor to wear a badge when they're in your office.

When you see someone without a badge, you can promptly take steps to determine if they're a welcome visitor.

It's also easy to set up a watchlist of people who are not allowed on your premises, which can help you identify unwanted visitors before they get past the front desk.

Plus, with a visitor registration system, you can see who is on the premises at all times. You'll know what time they arrived, who they're visiting and when they left. In the case of a theft or emergency, you can quickly access the list of visitors on premise at that time.

Your team's safety is critical, and so is your next billion dollar idea. It could be on the whiteboard walls or in one of the conference rooms—your employees like to brainstorm anywhere and at any time!

**TIP** Integrate your visitor registration system with cloud storage services like Box, Dropbox or Google Drive to store signed NDAs automatically. Your legal team will love it!

With digital visitor registration, it's easy to have all interviewees, journalists and partners sign your NDA right when they enter your office.

### Envoy customer success story

"We're a leading-edge tech company and didn't want to use an old school sign-in process. It was a nightmare to keep track of everyone and producing documentation for an audit was difficult," says John Martin, Data Center Operations Manager at **OnRamp**.

OnRamp is a high security and hybrid hosting provider. Companies rely on them to power day-to-day operations, which means security is their number one priority.

OnRamp operates data center facilities in Austin, TX and Raleigh, NC. They regularly undergo audits of their facilities involving the controls over information technology and related processes, including operational activities.

"For customers, selecting a data center to manage their IT is a big decision," says Martin. "You're putting mission-critical infrastructure into someone else's hands."

Each facility allows 24/7 access for customers and vendors to service equipment



elle Cross

Company: Second Street Labs  
Host: Joe Armstrong

VISITOR



Evelyn Vega

Second Street Labs  
Host: Miguel Owens  
Mar 08, 2016 · 11:03



Ellen

Daisy Owens  
Interview  
Jan 15, 2016

GUSTO

ard Harris

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Amy Devereux

FULL NAME

Jon Rundle

HOST

July 20, 2016

DATE

Welcome to Envoy HQ

BADGES WITH CUSTOMIZABLE CONTENT

ember

Tomster

Purpose of visit: Engineering  
Email: tomster@emberjs.com  
January 1, 2015

salesforce heroku

Kevin Holmes

Your Host: Darrell Luna  
Mar 15, 2016 · 11:08



Darrell

Second Str  
Christian  
January 1, 2016



and conduct installs. Auditors can come in at any time to verify compliance, and potential customers and partners can evaluate the integrity of their data center before forming a relationship. The steady stream of entrants to the facilities poses some inherent risk.

Their visitor registration system helps John's operations team to:

- Verify the identity of those authorized to access their facilities and deny access to those who aren't permitted.
- Log the comings and goings of these individuals, forming a repository of information.

OnRamp can protect their customers' infrastructure and sensitive data by acting as a first line of defense against physical security threats:

- When a guest signs in, the team immediately verifies them before they're allowed to enter, including their photo.
- The badge-printing feature makes it easy to distinguish between employees and visitors. Each badge includes an expiration date.

"Envoy helps us manage several critical business functions to allow us to maintain the utmost in physical security and compliance," said Martin.

We're in a technology revolution where more and more sensitive data is being gathered and stored; ninety percent of all the world's data has been created in the last two years alone! Any software your business uses must be seamlessly integrated with existing security systems. A visitor registration system must do more than keep your visitor information confidential—it also needs to keep your employee information and customer data safe.

# Next steps

No matter their size, world-class companies focus on delivering the best experience the moment a visitor walks through their doors. Your front desk is a crucial first touchpoint for all guests, and a great visitor experience allows you to reinforce your brand.

For more ideas on how to make the right first impression with your visitors, visit [envoy.com](http://envoy.com).

## ABOUT ENVOY

Envoy is the visitor registration system that's changing how guests are greeted in workplaces around the world. Modern businesses are getting rid of paper sign-in books and using Envoy to provide seamless sign-in on the iPad.

With automatic badge printing, host notifications, and NDA signing and storage, Envoy provides a more enjoyable sign-in experience for visitors and employees alike. Plus, the Envoy Passport smartphone app helps visitors sign in faster via Bluetooth at any location that uses Envoy.

Envoy has served over six million visitors in 55 countries since 2013 and is used by some of today's most exciting brands including Box, Pinterest, Pandora, GoPro and Yelp.

