



**Harry
Hynekamp**

**Vice President,
Guest Experience
AMB Sports and
Entertainment**

Q: What is the number one lesson you have learned during your CX career journey that you use on a regular basis, that you believe all CX professionals should know?

Exceptional organizations focus on developing and continuously innovating their culture, it doesn't just happen on its own. You have to focus on it and work at it every day. If you create an exceptional culture centered on shared values and take care of your team, they will take care of your business. Ignore the need to develop a positive culture, at your peril, as it will lead to dissatisfaction and breed apathy.

Q: While all customers should be treated well, do you think all customers should be treated exactly the same?

Exactly the same, no, however, whether a fan, guest, or customer chooses a ticket in a suite, club, or the upper deck seating, we are focused on delivering an exceptional experience based upon our shared core values and service philosophy of making every fan truly feel like a guest in our home, Welcome Home!

Q: What is your best piece of advice for CX leaders to be successful?

There is no one-size-fits-all best approach or plan. Recognize it is a long-term journey, filled with short-term ups and downs and that sustained action and success creates the motivation to do even more!

Q: What is your most favorite customer experience memory?

This is the toughest question for me to answer because we have so many amazing stories after every event. I believe what I have and still enjoy most is recognizing and rewarding the associates of our guest services team who demonstrate our core values and selfless service for fans, guests, customers, and one another. Those stories mean the most and we share them as part of our Heroes of Hospitality recognition wall for fans, guests, and customers to see.

Q: What is your least favorite customer experience memory?

I really do not think I have a least favorite customer experience memory. The reason I say that is no matter the situation, we always strive to get to yes and how can we do all we can to deliver for our fans, guests, and customers. Thomas Edison had a quote: "When you have exhausted all possibilities, remember this – you haven't." So, in that vein, whenever we do all we think we can and more, and yet the customer still is not completely happy, that always leaves me thinking what more could we have done, what did we miss, etc. to create a great experience and positive memory.

Q: What is the number one lesson you have learned during your professional career that you use on a regular basis, that you believe all professionals in your industry should know?

Consistent storytelling is so important. It is critical to any organization that wants to deliver excellence every day. Guest stories of their experience at Mercedes-Benz Stadium help us recognize, appreciate, connect, set standards, align, inspire, train, innovate, and so much more. Stories are the outcome of a culture focused on excellence across all our stakeholders.

Q: What is your most favorite professional memory?

I have many but there are two that have moved me the most. The first is taking Mercedes-Benz USA to the No. 1 position in JD Powers Satisfaction Survey and sustaining that excellence while responsible for CEx. The second is contributing to the Atlanta Falcons achieving No. 1 in the NFL's annual Voice of the Fan survey for best game-day experience..

Q: What is the best job you have ever had?

The one I have now as VP, Guest Experience for AMB Sports and Entertainment simply because my everyday role is to create happiness inside our business and through our events for associates, team members, fans, guests, and customers.

Q: What are the most overused business words or phrases?

Synergy. Leverage. Scale. Low hanging fruit. Juice not worth the squeeze. Circle back. Let us put a pin in it. Think outside the box. New normal. The list goes on and on, LOL.

Q: What profession other than your own would you like to attempt?

Nurse or Physician. Teacher or Professor.

Q: Which talent would you most like to have?

To sing on key.

Q: What do you consider your greatest achievement?

My family, wife and four kids, who will give more to this world than they will ever take.

Q: Which living person do you most admire?


Jimmy Carter.

Q: What book changed your life?

"Man's Search for Meaning" by Viktor Frankl.

Q: Who are your favorite writers?

Stephen Meyer, David Berlinski, David Gelernter, Radhanath Swami, and Jay Shetty, to name just a few.



There is no one-size-fits-all best approach or plan. Recognize it is a long-term journey, filled with short-term ups and downs and that sustained action creates the motivation to do even more!

*Harry Hynekamp, Vice President
Guest Experience
AMB Sports and Entertainment*