



Wherewolf

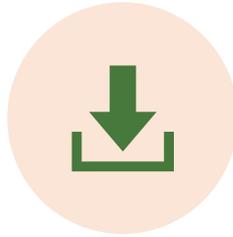
Presenting Today: Phil Ellison
Electronic Waivers for Canadian Operators



Housekeeping



The webinar recording will be available within **24 hr.**



Slides will be available for download within **24 hr.**



A **brief survey** will be available on your screen after today's webinar.



Q & A chat is available during this webinar.



If handouts are available they will be listed in the **handouts pane.**

The Legal Stuff

On a federal level, electronic signatures have been around since 2004 with the introduction of the [Personal Information Protection and Electronic Documents Act](#) (PIPEDA). This Act recognizes an electronic signature to be as valid as a physical one and is similarly admissible in the court of law.

On a provincial level, [The Province of Ontario's Electronic Commerce Act](#) (the “ECA”) defines an electronic signature as “electronic information that a person creates or adopts in order to sign a document that is in, attached to or associated with the document”

The Legal Stuff

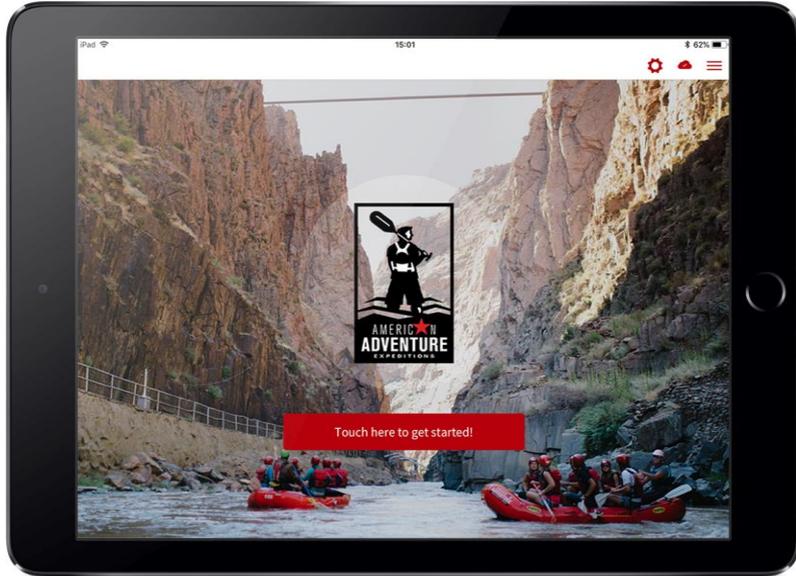
These Acts collectively define a “secure electronic signature” as “an electronic signature that results from the application of a technology or process...” with the following characteristics:

1. “the electronic signature resulting from the use by a person of the technology or process is unique to the person;
2. the use of the technology or process by a person to incorporate, attach or associate the person’s electronic signature to an electronic document is under the sole control of the person;
3. the technology or process can be used to identify the person using the technology or process; and
4. the electronic signature can be linked with an electronic document in such a way that it can be used to determine whether the electronic document has been changed since the electronic signature was incorporated in, attached to or associated with the electronic document.”

Good practices for E-Waivers

1. Use a “**scroll wrap**” which requires the signer to physically scroll to the bottom of the agreement before they can sign their consent, giving them the full opportunity to read all of the text.
2. Include an additional statement indicating the user has read and agrees to the entire waiver.
3. Require the user to click on an “I agree” button, electronically sign their name on a touchscreen, and print their name by typing it.
4. Include an electronic signature provision that clearly states the user is submitting their signature to be used as the legal equivalent of their manual signature.
5. Gather COVID specific information at most 24 hours before the trip/activity.

How can customers sign electronic waivers?

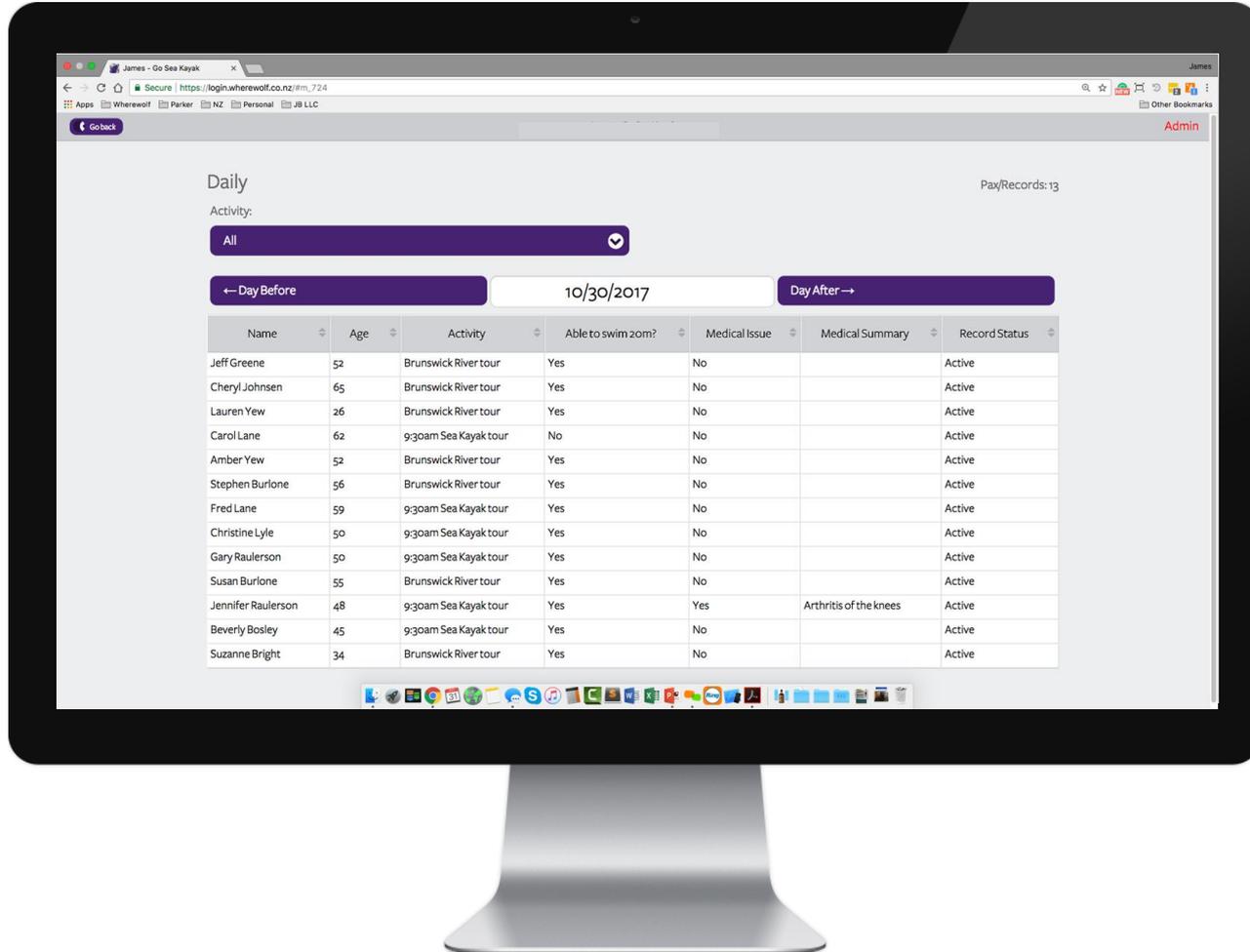


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How can customers sign electronic waivers (cont)

- When the customer makes a reservation, you can automatically send the lead booker waivers for their group, which they can then distribute to the other attendees. (80-95% of your guests will do it this way, preventing a bottleneck on site).
- When customers arrive, you can get them to scan a QR code, which brings them to a waiver.
- Or you can provide a tablet, phone, or computer which they can use to sign their waivers.
- Our system also has offline functionality, where waivers can be collected on an iPad on site, be stored locally on the device, and synced over to the cloud at a later date when back in connectivity.



Guests are then displayed on a daily guest manifest, organized by their trip, date, and time.



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You might be saying..

Why electronic
waivers in the
first place..?

I don't need a
waiver as I don't
provide a risky
activity..

Paper is cheap
and easy..

The case for electronic waivers

- Paper is perishable, electronic waivers are not.
- Electronic waivers are stored forever, instead of the mandatory 7 years.
- You can recall an electronic waiver in seconds, instead of searching through boxes of paper
- Electronic waivers work out to be around 0-3 cent per customer
- **Electronic waivers allow you to capture actionable data to help grow your business.**

Data is the most important thing in the tourism industry right now. Why?

- Data allows you to control your own growth, rather than being over reliant on single marketing channels like OTAs.
- Data allows you to be strategic with your marketing budget, only spending money in areas that are profitable.
- Data allows you to reach more customers for the all important social media reviews on TripAdvisor and Google.
- Data allows you to target your locals in your shoulder season or during a pandemic!
- **Data is sustainable**

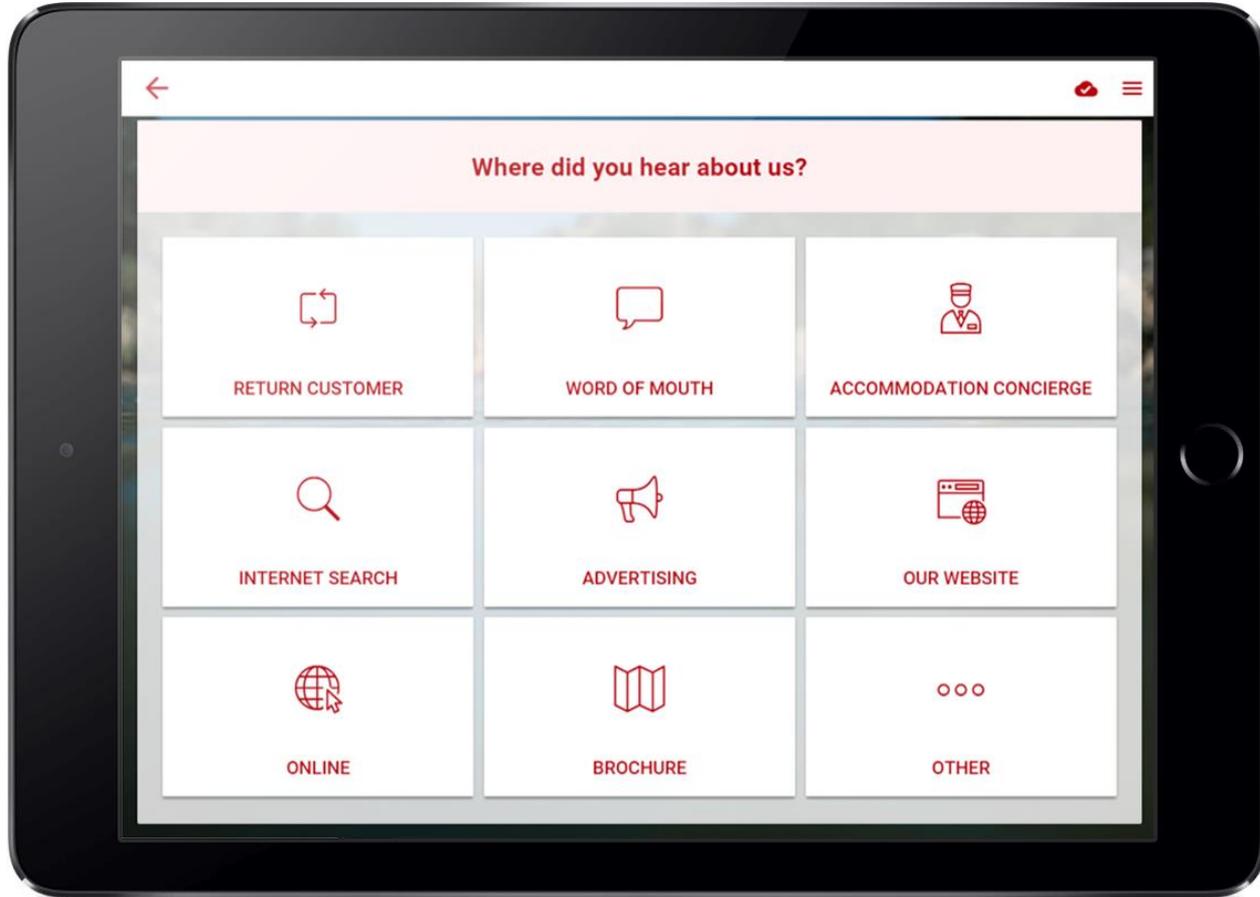
Meaningful data is hard to come by..

- Your customers aren't as forthcoming with their information as they used to be.
- You don't have time to gather data, and transcribe it into a database.

Good news!

Electronic waivers can do this all for you, as 100% of your guests need to or should have to sign waivers, and that waiver information is automatically collated into a searchable and actionable database!



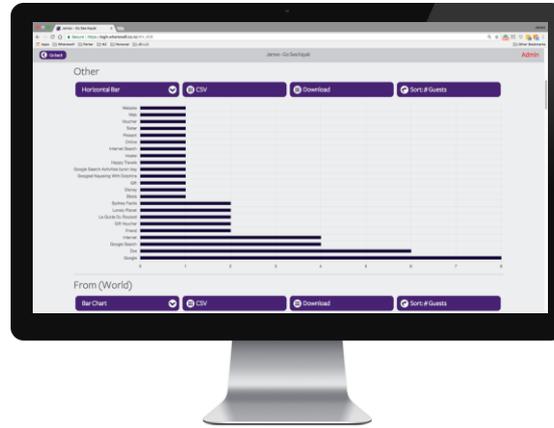
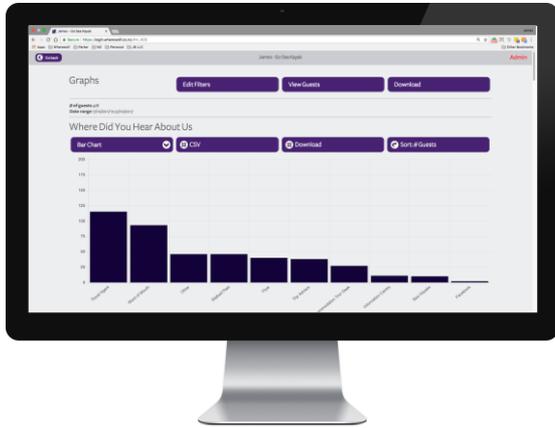


Gather the information you need to gain insights about your customers as part of your electronic waiver



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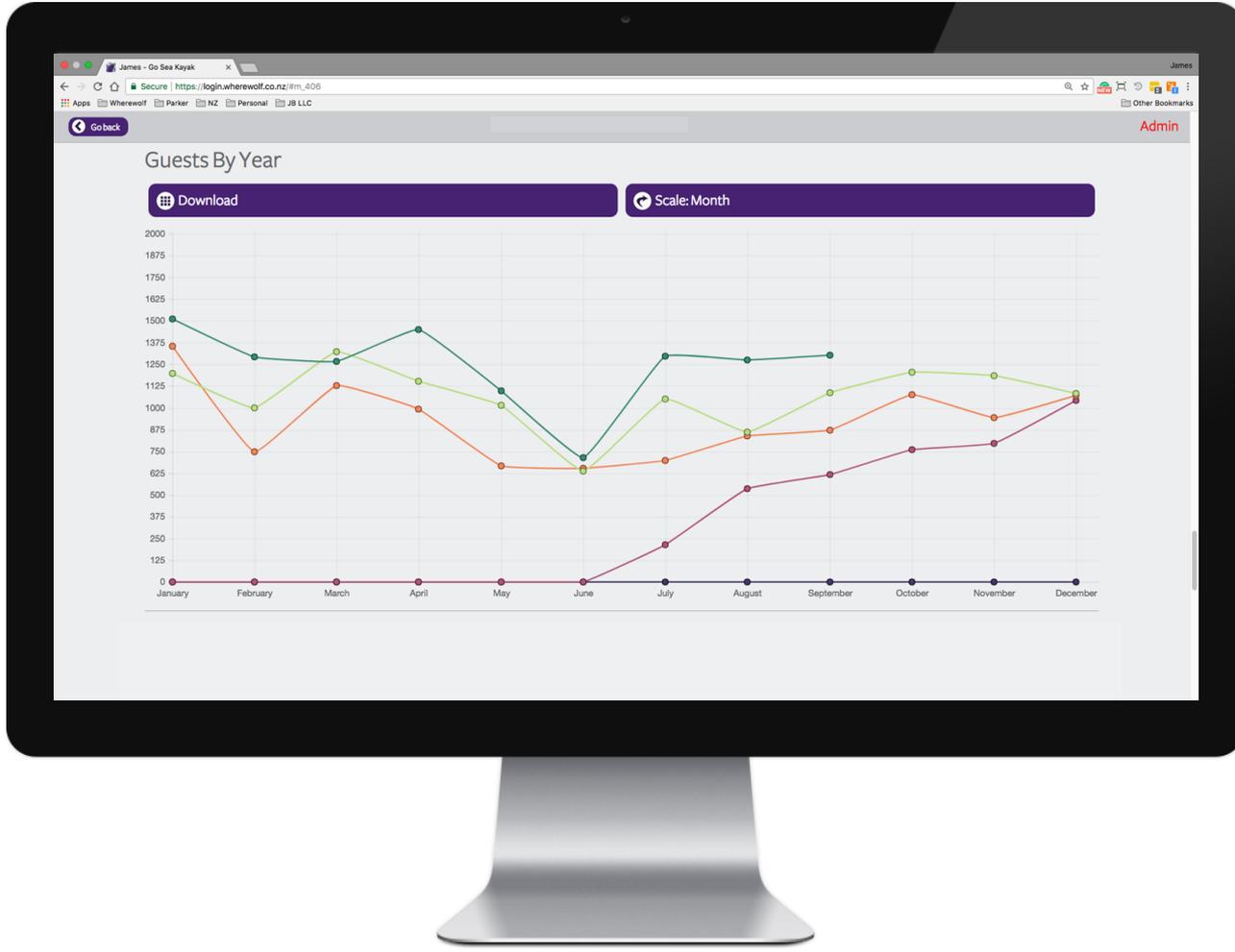


Werewolf collates the answers your customers give you in their waivers, and presents the data in a meaningful way.



Werewolf

Learn more at www.GetWerewolf.com



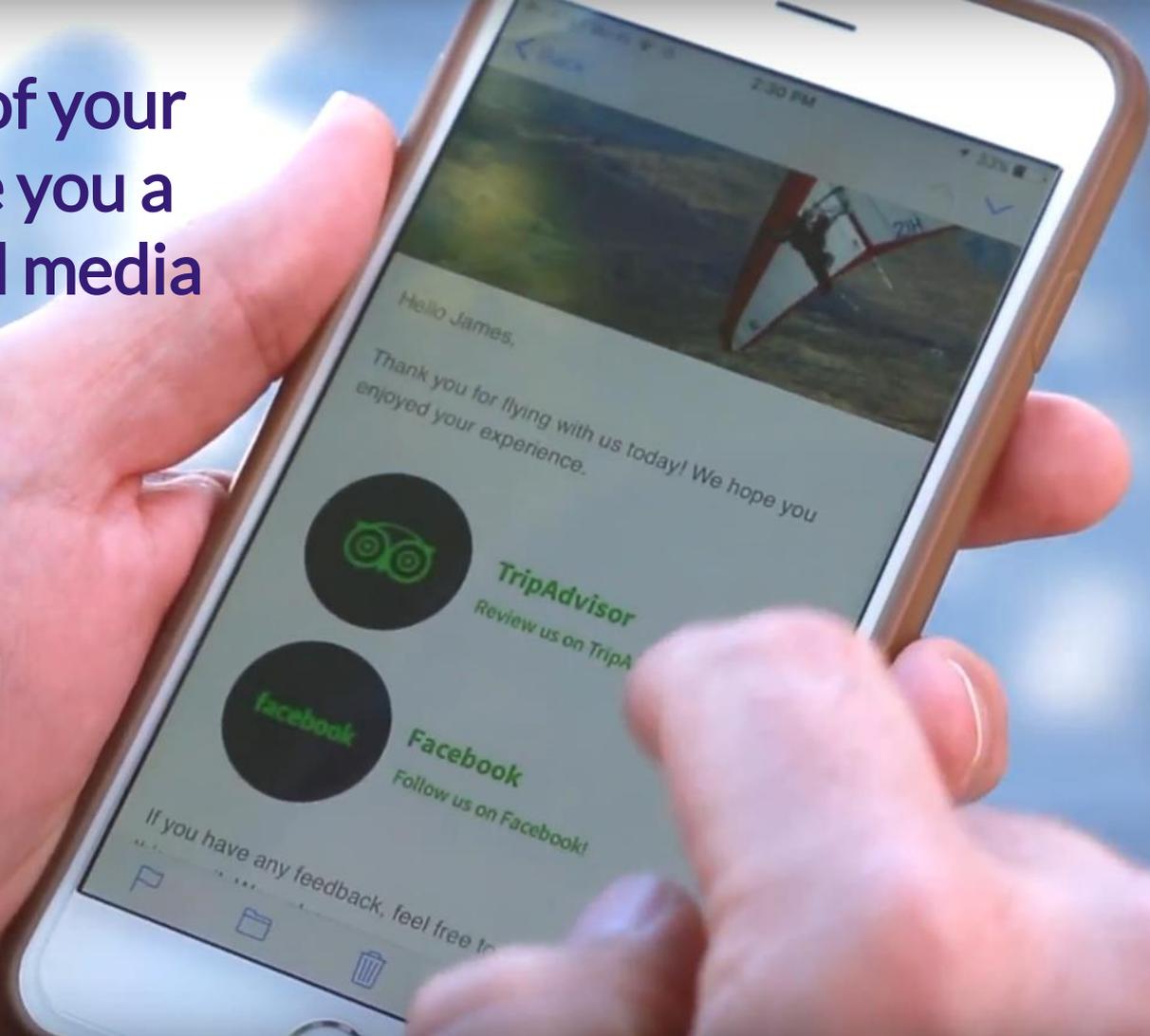
Evaluate data on a monthly basis over several years to understand trends and opportunities.



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**Prompt 100% of your
guests to leave you a
review on social media**



Online reviews, how important are they?

- 86% of consumers read reviews for local businesses (including 95% of people aged 18-34).
- Consumers read an average of 10 online reviews before feeling able to trust a local business.
- 40% of consumers only take into account reviews written within the past 2 weeks – up from 18% last year.
- 57% of consumers will only use a business if it has 4 or more stars.



New Zealand Riverjet

●●●●● 993 reviews

#1 of 24 Boat Tours & Water Sports in Rotorua

"The thermal wonderland tour is amazing ... a thrilling jet boat ride thats awesomly, tingerlingy, finger licking great fun and an hour to walk around a volcanic park with geysers mud pools flowstone coloured rocks..."

"Wow- definitely recommend this as a great, fun and different experience Our boat driver Cam was good fun and highly skilled.We had a blast, beautiful scenery, lovely squeeze!"

[Learn More](#)

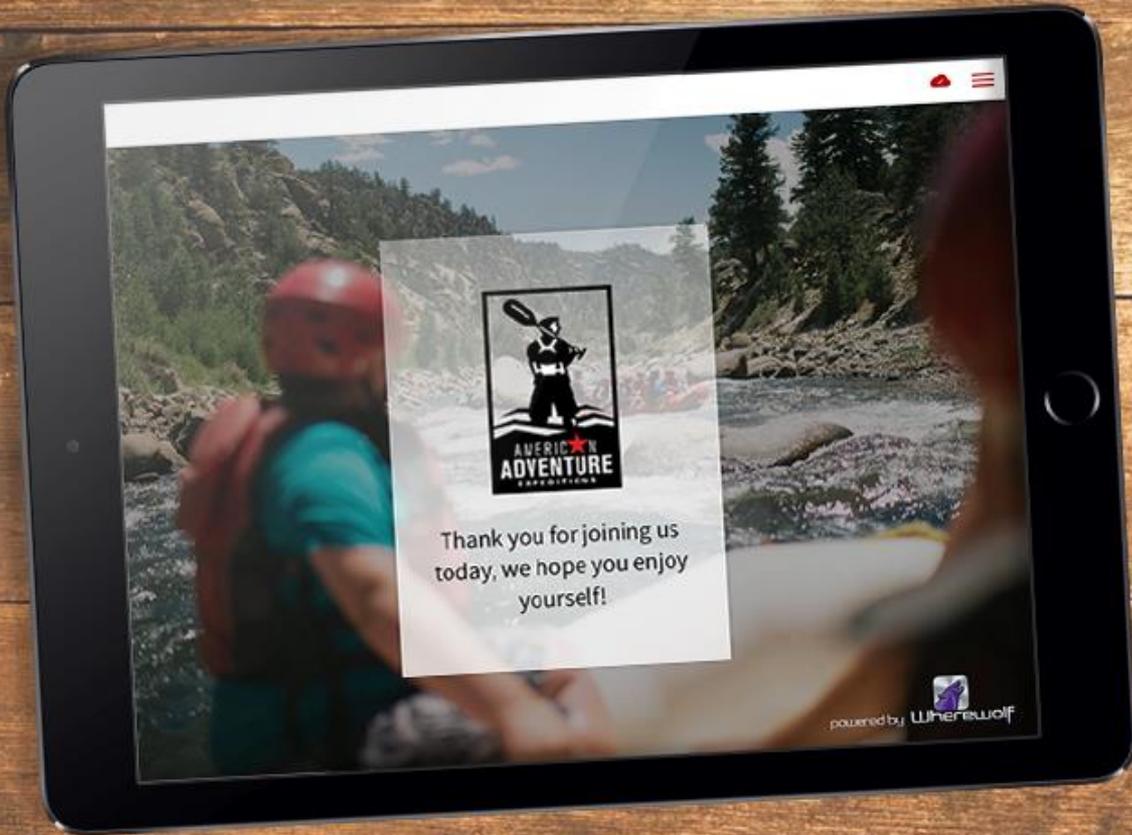
[See 3 Experiences](#)

“When we launched Wherewolf, we were 8th in our category and 15th overall for activities. Today, we’re the #1 boat tour and water activity in Rotorua and 4th in all overall activities, that’s money in our pocket.” - Tony Brooks, GM of New Zealand River Jet

Remarket to your locals and use seasonality to your advantage!



Comments: We now have a 100% paperless waver system with all wavers digitally stored in date and name order. We also sold 150 gift vouchers from an email campaign we sent to previous climbers and now have a great consumer database. **Data is king!**



Questions?

Email:

phil@getwherewolf.com