Remarkable by
DESIGN

Designing a REMARKABLE guest experience

STEP 1:
Define Touchpoints

A touchpoint is any direct contact with a customer (i.e., bar, host stand, table, etc.)

LIST THE TOUCHPOINTS IN YOUR VENUE:

- [ ] PHONE
- [ ] WEB
- [ ] PARKING LOT
- [ ] HOST STAND
- [ ] BAR
- [ ] TABLE
- [ ] WASHROOM
- [ ] REGISTER/PAYMENT
- [ ] TAKEAWAY/TO GO
- [ ] OTHER

TIP FROM THE PROS: Remember, no touchpoint is neutral.
Every touchpoint has the potential to keep or break a brand promise.

STEP 2:
List Desired Outcomes

What guests want at any given point in their experience.

OUTCOME	HOW
1	a) b) c)
2	a) b) c)
3	a) b) c)
4	a) b) c)
5	a) b) c)
6	a) b) c)
7	a) b) c)
8	a) b) c)
9	a) b) c)
10	a) b) c)

Example touchpoint – bar

- Feeling recognized and important / greeting in 30 sec or less
- A personalized assessment ("What brings you in to the bar this evening?", "Are you celebrating something special today?")
- A comment of appreciation ("I really appreciate you coming in today.")

STEP 3:
Obstacles to Remarkable

Carry the outcome down to compare against the obstacle.

LIST EXPERIENCE OBSTACLES: Anything that can prohibit the ideal outcome at a specific touchpoint.

HOW CAN WE OVERCOME THESE OBSTACLES?

#		Solutions
1		a)
		b)
		c)
2		a)
		b)
		c)
3		a)
		b)
		c)
4		a)
		b)
		c)
5		a)
		b)
		c)

Outcome example – guest feels recognized and important

- Obstacle 1: too crowded
  - **Solution 1**: cross train sufficient staff to support the bar during peak hours
  - **Solution 2**: develop a standard greeting that both meets the requirement but takes less than 30 seconds to deliver
  - **Solution 3**: "stacking customer strategy": greet a customer, give them a menu, and tell them you'll be right back with them / use effective customer stacking strategy

STEP 4:
List Nonnegotiable Behavior

What productive behaviors or actions (existing and new) should employees do to deliver the desired outcomes and overcome obstacles?

List the behaviors that employees must do at the touchpoint.	What will be the consequence of incorrect behavior?
1	
2	
3	
4	
5	
6	
7	

LEGEND

X = Instant Termination   **❗** = Written Warning   = Teachable Moment

Non negotiables that must happen / must not happen

- Personalized greet within 30 seconds that includes a comment of appreciation
- Offer a personal recommendation
- Personal thank-you prior to customer leaving & Invitation to return
- No mobile phones (text/call)
- Arguing with a guest
- Refusing to make/replace a drink

STEP 5:
Uncover Above & Beyond Experience Opportunities

LIST OPPORTUNITIES employees should recognize and be prepared to deliver a great experience

HOW WILL THIS BE ACCOMPLISHED?

#		
1	a)	
	b)	
	c)	
2	a)	
	b)	
	c)	
3	a)	
	b)	
	c)	
4	a)	
	b)	
	c)	
5	a)	
	b)	
	c)	

Birthday

- Have a stack of birthday cards behind the bar
- Offer a nominal gift card to use on their next visit
- Stock scratchable lottery tickets

STEP 6:
Measuring Success

IN PROCESS MEASUREMENT AREAS
Different areas for measuring how well the touchpoint experiences are delivered over a period of time. Use as a guide for prioritizing a few key areas for measuring success.

KEY RESULTS
Bottom-line outcomes that can help quantify return on investment achieved by delivering each touchpoint experience.

Ways to measure success

- Improvement in online reviews/ratings
- Reduction in complaints at each touchpoint
- Increased staff satisfaction as obstacles are addressed/overcome
- Mystery shop scores
- Management observation
- Return customer visits
- Increase in ticket average