Remarkable by Design - Examples In Action!

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| Venue Type | Touchpoint | Remarkable Design |
| Bar/Nightclub | Telephone | VIP Cell Phone line set up to deal directly with VIP Bottle Service Customers |
| Bar/Nightclub | Host Stand | Create a database to track guest history including order preferences, events attended and guest names. Have server use this information to make guests feel special on arrival |
| Restaurant | Phone/ Host Stand | Ask guests if they have dined with you before and make note of first-timers. Place a small signal on the table (different colored flowed or menu) that identifies them and train a staff to make an effort to introduce themselves/ make a fuss of them. |
| Restaurant | Host Stand | Provide bites and small cocktails for waiting guests. This will boost appetizer and cocktail purchases |
| Bar/ Rest/ Nightclub | Bar/ Server | Have a selection of celebration cards for unexpected guest special events. Have manager and key staff sign and present |
| Bar/ Nightclub | Bar | Take home cocktail recipe cards – have branded cards on hand for bartender to write cocktail recipes to give to their customers so they can make the cocktail back at home |
| Bar/ Restaurant/ Nightclub | Bar/ Door/ Server/ Host | ‘Our favorite places’ list – have staff get together and come up with a list of great places to go in the area i.e. unique locations/ great food/ late night drinks etc. Print and have at the ready when guests are looking for recommendations |
| Bar/ Nightclub | Door | Have security take care of guests leaving who need transport. Use their cell phones to call cabs (or even shout them an Uber if not too far!) |
| Bar/ Restaurant | Manager | Invite select guests to special tasting evening where suppliers are bringing in new food and/ or beverage products. Have them mix with the team and feel like an insider! |
| Restaurant | Server | Purchase a supply of inexpensive small age-appropriate toys/ games and have on hand for visiting families Make the kids feel special and you’ll be a winner with the parents! |
| Restaurant | Bar | Name all of your tabs with coinciding seat numbers, this will allow the bartenders to get on a first name basis to make it truly a place where everyone know your name! |