

..... DIAGEO .....

# BAR ACADEMY

## BUSINESS OF BARS

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# HOW TO STAND OUT WITH AMAZING CUSTOMER SERVICE

## THE REMARKABLE BY DESIGN METHOD



### WHAT IS REMARKABLE BY DESIGN?

The Remarkable By Design method is a step-by-step guide to identifying all the critical “touchpoints” in your outlet that determinate an ideal guest experience and make sure these are working to the best they can be.



### WHY YOU SHOULD DO IT?

Every place where a guest interacts with your outlet - from front door to the bar to the table - is a touchpoint. These are places where you have a chance to either seal the deal with that guest, or to alienate them. By both setting up a plan for an ideal experience and having tools in place to recover if something does go wrong, you can ensure a satisfied customer who's happy to come back.

Remember: Social media review sites mean upset guest inform thousands potential customers about their experiences!



### HOW LONG DOES IT TAKE?

Typically, designing one touchpoint takes about two hours start to finish. You don't have to do it all at once. We recommend that you start with the touchpoint that's causing the biggest difficulty in the outlet. After you complete the exercise, it'll take 2-4 weeks to implement the plan you've built. Once that plan is running smoothly, go back and complete the exercise for a few more problem areas. Before you know it, the whole business will be set up for success.



### WHAT RESOURCES DO YOU NEED?

You will need the input of your key managers and core staff, as well as the opinions of anyone who works the touchpoint you and your team have chosen to address. For example, if the touchpoint is “front bar”, speak to your colleagues including other bartenders, servers, bar support staff and of course the bar manager.



### WHAT IF YOU NEED HELP?

Diageo Bar Academy is here to support you. Visit [www.diageobaracademy.com](http://www.diageobaracademy.com) or contact your local Diageo representative.

IN CONJUNCTION WITH



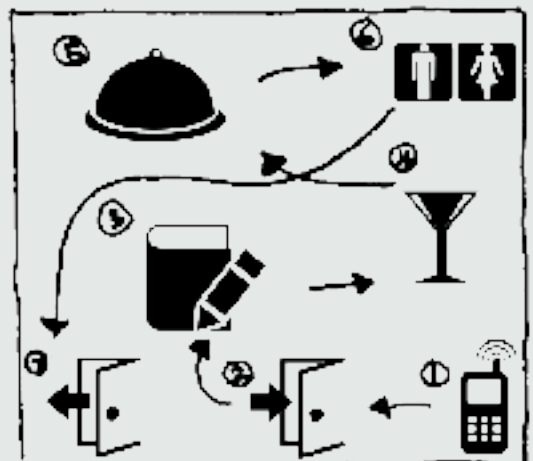
# DESIGN A REMARKABLE GUEST EXPERIENCE

Touchpoint:

## STEP 1 - ESTABLISHED CRITICAL TOUCHPOINTS

Map out the touchpoints that have the highest impact on guests.

Example:



# DESIGN A REMARKABLE GUEST EXPERIENCE

Touchpoint: (Select one)

## STEP 2 - LIST DESIRED OUTCOMES

Desired outcomes are what guests want while transitioning through this touchpoint	
1.	a) b) c)
2.	a) b) c)
3.	a) b) c)
4.	a) b) c)
5.	a) b) c)

Touchpoint:

## STEP 3 - UNCOVER EXPERIENCE OBSTACLES

List experience obstacles. Write anything that can prohibit the ideal experience at a specific touchpoint	How can we overcome these obstacle
1.	a) b) c)
2.	a) b) c)
3.	a) b) c)
4.	a) b) c)
5.	a) b) c)

# DESIGN A REMARKABLE GUEST EXPERIENCE

Touchpoint:

## STEP 4 - UNCOVER ABOVE & BEYOND EXPERIENCE OPPORTUNITIES

From what you have learnt in the webinar, list opportunities you should recognise and be prepared for in order to deliver a remarkable 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)