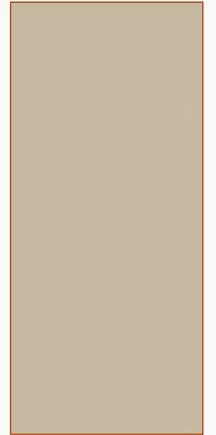


# CUSTOMER SERVICE

HOW TO SET YOUR BRAND APART



# CUSTOMER SERVICE

## *HOW TO SET YOUR BRAND APART*

- It's hard to set yourself apart in the world of wine. Most wineries have wine scores, a family story, a vineyard, a vineyard dog, etc. So how do you set yourself apart? Customer service that matches your brand. Not just knowing your mission statement, vision statement, and brand standards, but living them so that your customers know them too.
- We'll review:
  - Why service matters
  - Choosing your 5 core values
  - Establishing service
  - Sharing your service
  - Maintaining your service
- This is an interactive session, please ask questions!

# KATY WESTGAARD ROGERS

## *BIO*

- Currently Director of DTC – South Coast, CA for Jackson Family Wines
- 10+ years hospitality and wine industry experience
- Managed DTC businesses of all shapes and sizes in Central Coast, CA
  - VIHUELA
  - BYRON
  - CAMBRIA
  - PRESQU'ILE
- Passion for building brands, people, and lasting memories for consumers

# CUSTOMER SERVICE

## *WHY IT MATTERS*

- Is it local?

# CUSTOMER SERVICE

## *WHY IT MATTERS*

- Proof is in the numbers:
  - **55%** of consumers are willing to pay more for a guaranteed good experience
  - **86%** of consumers are willing to pay more for an upgraded experience
  - **13%** tell 15+ people if they're unhappy vs. **72%** will share a positive experience with 6+ people
  - **67%** of customers switch brands/leave because of a bad experience
  - It is **6-7 times** more expensive to attract a new customer than to keep an existing one

SOURCE: thinkJar annual CRM survey 2015



# CUSTOMER SERVICE

## WHY IT MATTERS

- Seated tastings lead to higher wine club sign ups

NET WINE CLUB GROWTH BY SERVICE TYPE		
	TASTING BAR	SEATED TASTING
STANDING	<b>12%</b>	
SEATED	<b>13%</b>	
CASUAL/GROUP		<b>19%</b>
PRIVATE/FORMAL		<b>22%</b>

SOURCE: Silicon Valley Bank, 2015

# CUSTOMER SERVICE

## WHY IT MATTERS

- Seated tastings also lead to higher wine purchases

AVERAGE WINE PURCHASE BY SERVICE TYPE		
	TASTING BAR	SEATED TASTING
STANDING	<b>\$75</b>	
SEATED	<b>\$65</b>	
CASUAL/GROUP		<b>\$107</b>
PRIVATE/FORMAL		<b>\$392</b>
AVERAGE: \$99		

SOURCE: Silicon Valley Bank, 2015

# CUSTOMER SERVICE

## 5 CORE VALUES

- 5 core values
  - What are they?
    - Opus One
  - How to select ones for your business
    - What's your story?
    - What's important to your owners, staff, customers?
    - What details are important to keep in mind?
    - What is your Mission and Vision statement?
  - How to use them
    - For everything, literally.

# CUSTOMER SERVICE

## *ESTABLISH YOUR SERVICE*

- Use 5 core values to pulse check service you currently have
- Make sure the service fits your brand

Dick's Last Resort	Four Season Resort
Dick is the ornery, politically incorrect curmudgeon who started this whole thing. Dick's Last Resort is known for its outrageous, surly, and energetic servers who dish out good grub, cold booze, and heaping helpings of sarcasm.	Our objective is to be recognized as the company that manages the finest hotels, resorts and residence clubs wherever we locate. We create properties of enduring value using superior design and finishes, and support them with a deeply instilled ethic of personal service. Doing so allows Four Seasons to satisfy the needs and tastes of our discriminating customers, and to maintain our position as the world's premier luxury hospitality company.

SOURCE: dickslastresort.com

SOURCE: fourseasons.com



# CUSTOMER SERVICE

## *ESTABLISH YOUR SERVICE*

- Adjust service accordingly
  - Seated versus stand up tasting
  - Details of the service
  - Location of service
- People, people, people
  - Hire people you want to represent your brand 24/7
- Justifying cost
  - Hire employee \$11/hour x 28 hours/wk = \$308/week
  - Selling wines at 65% margin, that employee needs to sell \$474 to break even (or WC equivalent)
    - If they host private sit down tastings, on average two bookings per week would cover that cost

# CUSTOMER SERVICE

## *DON'T KEEP IT A SECRET*

- Service established, soft run-throughs complete, tell the world
  - Industry events, constantly
  - Friends and family
  - Loyal customers
  - Email (great way to stay in contact without selling something)
  - Website
  - Re-join campaign
  - Social media
  - Local media

# CUSTOMER SERVICE

## *MAINTAIN AND REFRESH*

- Don't stop!
  - Create checkpoints/measures to maintain your service
    - Secret shopping (free)
    - Employee quizzes (free)
    - Training manual and new hire onboarding (free)
    - "Pinot Gallery" (pay for one meal)
    - Track spend/head/offering
  - Hit refresh
    - Make sure you are updating pieces of your service – small things
      - Food pairings based on season
      - Tour route
      - Welcome wine
      - Room layout
      - Musicians

# CUSTOMER SERVICE

## *RECAP / Q & A*

- Let's Review:
  - Good customer service matters, it's in the numbers
  - Seated tastings result in more revenue
  - Choose 5 core values, live and breathe by them
  - Establish your service type, invest in the people and details
  - Don't keep your service a secret, share it!
  - Evaluate, maintain, and refresh, always
- Q & A:
  - Ask me... I know you want to!

# THANK YOU!

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