

“Confidence In Communication”

Impact Brixton

This masterclass is 'part of IB Thrive, a free 6-month programme to support Lambeth business owners recover and thrive post-covid'.

Bum's Key 3 to Focus on in 2022:

Engagement
& Rapport

Loyalty &
Retention

Lasting
Impressions

Engagement & Rapport:

The “FISH” Philosophy!

- 1) **Choose your attitude:** Take responsibility for how you respond to what life throws at you. Your choice affects others. Ask yourself: “Is my attitude helping my team or my customers?”
- 2) **Be there:** Be emotionally present for people. It’s a powerful message of respect that improves communication and strengthens relationships.
- 3) **Play:** Tap into your natural way of being enthusiastic and having fun. You can bring this mindset to everything you do.
- 4) **Make their day:** Find simple ways to serve or delight people in a meaningful, memorable way. It’s about contributing to someone else’s life—not because you want something, but because that’s the person you want to be.

Engagement & Rapport:

FACT:

The longer you take to contact a customer after they request information, the less likely they are to book with you!

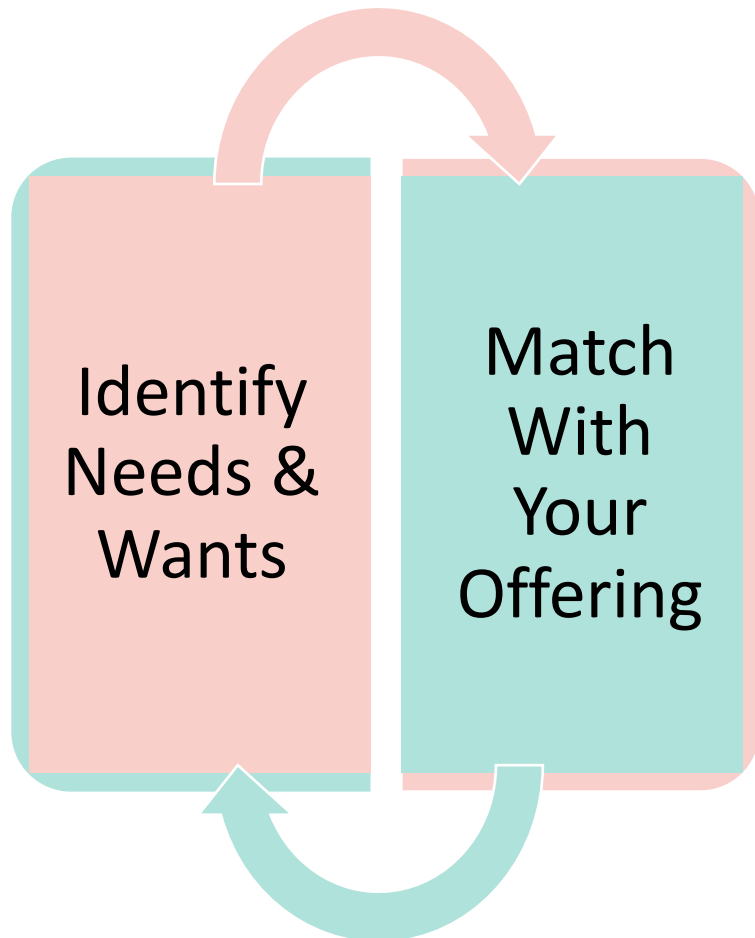
PROMPT C.R.T

Customer Response Time is quickly becoming the **most powerful factor** to **building Customer relations** and converting enquiries into bookings.

Engagement & Rapport:

- ✓ A fast response makes our customers feel valued.
- ✓ Customers want to know their business is appreciated.
- ✓ Customers will book elsewhere if they feel neglected.
- ✓ Customers will enquire at multiple venues.
- ✓ We live in a 24/7 instant gratification society!

Engagement & Rapport: Needs & Wants.



Customer's **Needs** are generally the fixed, non-negotiables.

Customer **Wants** are the emotional drivers.

Loyalty & Retention.

Loyalty & Retention:



It takes from a tenth of a second for someone to start working out:

- Can I trust this person?
- Is this person capable?

Q: So how do we make a good first impression?

A. Think The Fish Philosophy and The Great Greet.

- Positive body language - eye contact, smiling.
- Be there - no distractions.
- Be honest, open and friendly.
- Information - know your venue.
- Show you believe in your offer and care about the Guest's experience with you straight away.

Loyalty & Retention: Feedback!

Did you deliver what you promised? What are the learnings?

Create an ongoing “**stop, start, continue**” board. Then **act on it!**

Listen to your customer “online buzz”!

Comments and interaction on social media and review sites can be just as valuable as traditional feed-back surveys.

Understanding Your Customer

Understanding Your Customer Profile:

Create a digital picture of your **customers** based on factual information.

Gain **customer journey** & purchase behaviour along with **valuable data!**

Use your **customer journey** “**touch points**” to identify your **segments** for customer profiling, and to confirm your customers commitment in their booking.

Creating a memorable **experience** by using tech to **enhance** the customer journey (but not replace) human engagement.

Who is **YOUR** customer?

Lasting Impressions.

Lasting Impressions:

What is the desired outcome for a **Positive Lasting Customer Impression?**

- ✓ They become repeat/loyal customers.
- ✓ They recommend you to others.
- ✓ They get in touch with you directly to thank you.
- ✓ They leave a good online review.
- ✓ They thank you personally on the way out.
- ✓ They thank the host on the way out.
- ✓ They seemed to enjoy themselves!

Top Tips.

Local Community Sales – think 15-minute radius around your business!

Create the best customer experience through all forms of communication that are available to you and match the right form of communication to your customer.

B2B (offices).

- ✓ Visit offices in your surrounding area and proactively reach out to make local contacts you can talk to about your business.

Leisure.

- ✓ Reach out to other leisure businesses around you; collaborate with hotels/Air BnB/local transport and work together. Consider the customer profile target markets you may have in common.

Off Peak Drivers (add value don't discount).

- ✓ Added value such as an extra product or complimentary drink will give the customer a greater perception of VFM – value for money and adds to the positive experience, rather than “cheap discounting”.

Tourists.

- ✓ Consider your online presence and content for destination visitors. Think about the difference in **Local** and **Destination Market** visitors. How will they find out about you? Is the product offering different and how does the communication reflect that difference?

If you have a booking system – use this Top Tips Check List:

Optimise Capacity.

- ✓ Ensure all bookable space is available on your booking system, with auto-confirm for smaller groups, and the ability for enquiries or requests for larger bookings to slot into your bookings platform.
- ✓ Check table turning times & buffer times are appropriate.
- ✓ Use customer booking behaviour knowledge and trends to set peak and off-peak times with appropriate dynamic pricing.

Reduce 'No-shows'.

- ✓ Consider using card authentication or package pre-payments sent via secure online payment links to secure booking commitment.
- ✓ Use the system SMS and email reminders for maximum booking capacity optimisation.
- ✓ Make it easy to cancel, and free up capacity for customers that want your tables and will turn up!

Bolt it on!

- ✓ Layered pricing, packaging and pre-order options are key.
- ✓ Great visuals and luxury extras are key to boosting SPH.
- ✓ Use your tech and systems to offer bolt on premium extras at each consumer touch point.

If you work on walk-in business only – use this Top Tips Check List:

Create the **right offering**, unique **experience** based packages or products that are a “RTV” **Reason To Visit!**

- ✓ **Who is your customer profile** – who visits you now? What are their needs and wants?
- ✓ **Who is your target customer profile** - who do you want to visit you? What are their needs and wants?
- ✓ **Use the key industry trends** – Breakfast/Brunch, Vegan/Organic/Health conscious, Sustainable choices/Ethical, Community/Local.
- ✓ **Make good use of Calendar and Occasion Opportunities** – Bank holidays, Sports events, Birthdays, Offices/Business, Micro Weddings.

Get the Team onboard!

- ✓ Talk, tell and train: ensure that every team member understands the importance of building **Rapport** and engaging with your customers.
- ✓ Creating a positive customer experience starts with positive **Team Communication**.
- ✓ Deliver an experience that meets expectations. A memorable visit that prompts return bookings!

Get Social!

- ✓ Share, Show and Tell! Authentic real time photos on social media tell the best story online.

Thank You!

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