

Customers are key



The customer experience is paramount. A satisfied customer is more likely to stay longer, spend more money and most importantly, keep coming back.

You and your team must ensure you:

- Exceed expectations
- Deliver quality
- Provide impeccable service

...consistently to both existing and new customers to guarantee your customers visit again and again.



Use this simple checklist below to ensure you deliver customer satisfaction every time:

- ✓ Is the wine glass clean, dry and in good condition - no chips?
- ✓ Is the wine at the correct temperature and in top condition?
- ✓ What size are you serving? Could you upsell to a larger glass or bottle? - 125ml, 175ml or 250ml
- ✓ Can you make any recommendations and upsell to a branded wine?
- ✓ Have you delivered service to a high standard and been as helpful as possible?

At busy times it can be tempting to cut corners but you must ensure quality and customer satisfaction is not compromised.

“Serving a glass perfectly every time will ensure you meet customer expectations of quality and taste.”

Now that you understand what's important to your customers, visit the "Building an Effective Wine List" section to see how to create the right range that appeals to your customers...