

BILL ZARUKA

PRESIDENT, WEDGEWOOD WEDDINGS

- Lifelong Hospitality Experience
- Committed To Customer Delight
- Over 40 Venues Nationwide
- All-Inclusive Wedding Packages



"IF YOU WANT TO BE AN ENTREPRENEUR, THE MOST IMPORTANT THING IS TO BE **CUSTOMER OBSESSED** DON'T SATISFY YOUR CUSTOMERS, FIGURE OUT TO HOW TO ABSOLUTELY DELIGHT THEM. THAT IS THE NUMBER ONE THING. WHOEVER YOUR **CUSTOMERS ARE.**"

JEFF BEZOS





WE ALL OFFER SOMETHING DIFFERENT

These fundamentals are helpful to everyone: they are the best practices of our industry ...and every industry.





- Physical Venue Differences
- Services Like: Food, Beverages, Coordination, Décor...



BUSINESS SCOPE

- Side Money For Your Property
 - Full Income On Property
 - Full Service Off Residential
- 100 Weddings / 20 Weddings
- Venue Only Vs. Full Service



WHY CUSTOMER SERVICE IS CRITICAL

BE INTENTIONAL ABOUT BUILDING A SERVICE CULTURE



- 1. Weddings are inherently high stress and high profile
- 2. Family dynamics already make it a tough moment
- 3. No second chances, no do overs. No "come back and have lunch on us"
- 4. Social Media: The power of positive referrals, the power of negative experiences
 - 5. Harvard Study on online reviews linked to revenue
 - 6. Customer Experience leads to constant longevity in business
- 7. The thrill of the moment, the love, the glowing review is why many of us are in the business
 - 8. Whether we do 10 weddings or 100, it's simply the right way to do business

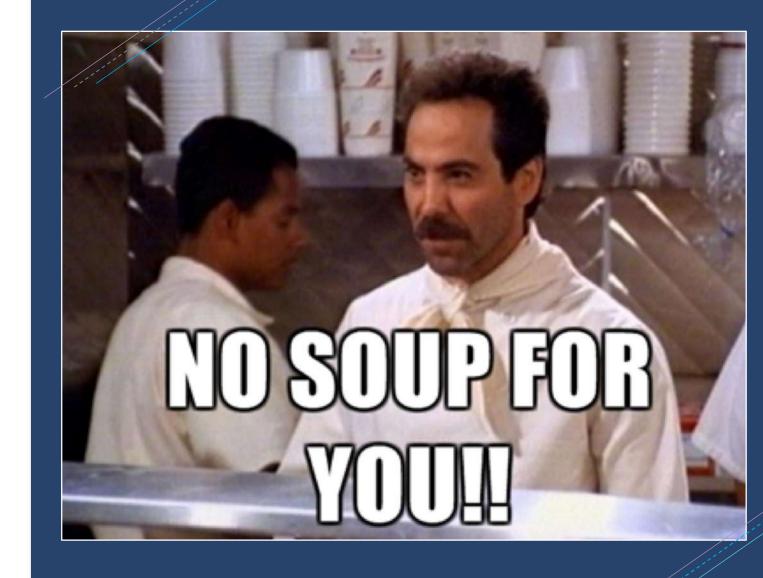






COMMIT TO IT

- 1. We're in the Service Industry
- Make it Easy for Your Team to Do their Job No Unnecessary Rules
- 3. Always Put Yourself "in the Customers Shoes"
- 4. Walk the Walk as Leaders
- 5. Be Careful if Venting or Complaining







RULE #2

HIRE FOR ATTITUDE THEN TRAIN

Hospitality First: Check For Culture Fit as Task Training Is Easier

RULE #3

DEFINE YOUR STANDARDS

KEY SKILL	WHAT IT MEANS	WHAT IT LOOKS LIKE	HOW TO EXCEED EXPECTATIONS	WEEKLY RECOGNITION
Make Customer Feel Valued			1	****
Employee Training		LESSON & PLANS	1	***
Customer Feedback			1	*
Service Level			1	***
Clean Communication			1	***

- 1. Facility Standards
- 2. Email & Phone Standards
- 3. Meeting Standards
- 4. Day of Service Standards
- 5. Attitude Standards





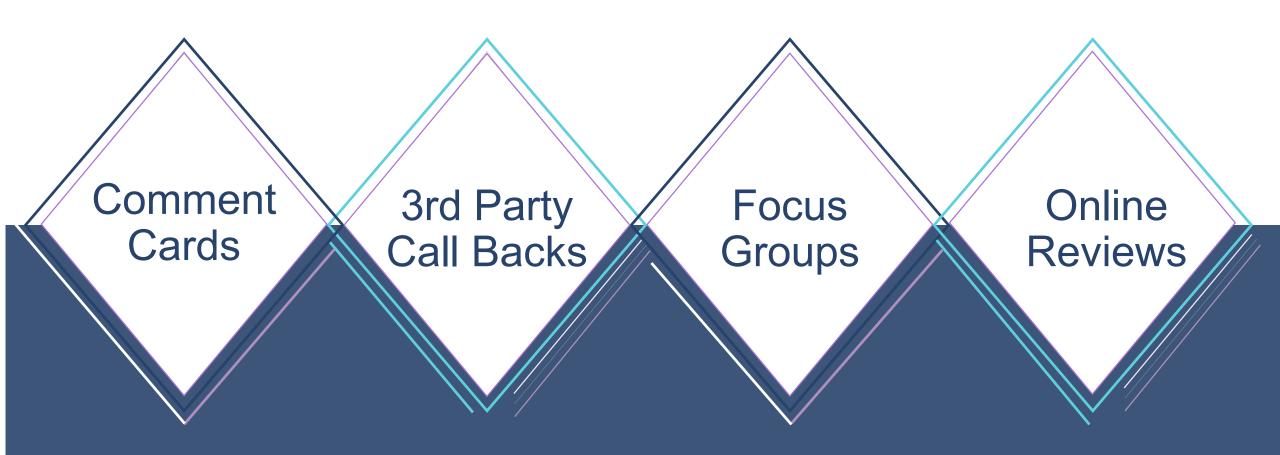
FORMAL FEEDBACK IS CRITICAL

Customer's will inherently avoid conflict & evade direct feedback before / during their wedding

- 1. Measure it
- 2. Share it
- 3. Reward it



ARE OUR CUSTOMERS HAPPY?







WEODING TO THE PARTY OF THE PAR

"WE APPRECIATE YOUR BUSINESS; CAN YOU HELP US IMPROVE?"

Overall Experience	С
Event Service	В
Event Captain	А
Food	С
Friendliness	С
Facility	В
Sales Team	С

Price-Value	С
Bar Service	Α
DJ Service	А
Invitations & Accessories	Α
Floral Service	F
Cake/Bakery Service	А
Photography Service	А



OUR COMMENT CARDS

"WE APPRECIATE YOUR BUSINESS; CAN YOU HELP US IMPROVE?"

HOW COULD WE HAVE IMPROVED YOUR EXPERIENCE?

"I love the packages, but vendors should match the level of the package. Your floral vendor is not a match for your Elite package" HOW CAN WE IMPROVE THE FACILITY?

"The facility is beautiful, especially for outside weddings. I would update the entryway with desert flowers as it's too hot to keep other flowers alive in this climate"

ANY SALES TEAM / PLANNING PROCESS FEEDBACK?

"Every salesperson I spoke with had a different answer or no answer at all. Your sales team should speak in one voice"

HOW CAN WE IMPROVE OUR FOOD?

"The appetizers were delicious! The entrees weren't. The filet was tough, and the chicken was dry. But your vegetarian meal was delicious and should be a standard entrée"

WHAT SHOULD WE DO BETTER?

"I had to purchase over \$1,000 of my own supplies to make my vision come to fruition, your decor team is your weak link"



RULE #5: REWARD & RECOGNIZE

CONSISTENTLY ACHIEVE GREAT RESULTS



SHARE THE LOVE INCENTIVIZE

CELEBRATE WINS

AWARD TOP PERFORMERS







"I KNEW YOU WERE A JOKE THE MINUTE YOU WALKED IN"



LEARN FROM THIS MAJOR AUSTRALIAN RETAILER

Keara O'Neill was clothes shopping with friends when she was pressured about buying a dress, then insulted about her weight.

The brand responded IN WRITING that it was just too fabulous for her & told her they insulted her deliberately, so she'd leave.

THE STORY WENT VIRAL



HOW TO HANDLE COMPLAINTS

ACCEPT THEY'LL HAPPEN BUT NEVER GET COMPLACENT

- 1. Put Yourself in their Shoes
- 2. Say Thank You
 View all Feedback as an Opportunity
- Listen Completely
 Acknowledge their Concern
- Apologize
 Don't Dismiss or Blame
- 5. Develop a Solution Together
- 6. Solve & Move On





SEVEN RULES

- 1. Commit
- 2. Hire for Customer Service
- 3. Define the Standards
- 4. Get Feedback
- 5. Measure & Reward
- 6. Fix Consistent Problems
- 7. Transform Negative Experiences into Positive Ones



"PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID, BUT PEOPLE WILL NEVER FORGET HOW YOU **MADE THEM FEEL**" **MAYA ANGELOU**









"Someone calling themselves a customer says they want something called service."

THANK YOU!

Download this presentation at WedgewoodWeddings.com/Media

Let's talk at our booth! If you're interested in doing something different, it's worth a conversation.