

**NESPRESSO**<sup>®</sup>  
PROFESSIONAL



HOW TO  
ELEVATE YOUR  
CUSTOMER EXPERIENCES  
AND STAND OUT FROM  
COMPETITORS



**Your customer experience is defined by every interaction your guests have with your business, from the first time they step through your doors to the moment they leave your venue.**



Offering exceptional customer experience at every interaction does not have to be about the grand gestures, but rather, **it's about ensuring you deliver what you promised**, while surprising your customer with signs that they are **truly valued and cared for**.

**So, how can you create memorable customer experiences that turn new visitors into loyal customers?**

## TIP 1:

# MAXIMISE EXPERIENCES BEFORE, DURING, AND AFTER VISITS



It is one thing to make your customers happy while they are in your venue, but how do you secure their booking in the first place, and ensure they come back again in future?

**The answer is to pay close attention to the entire customer experience – before, during and after.<sup>1</sup>**



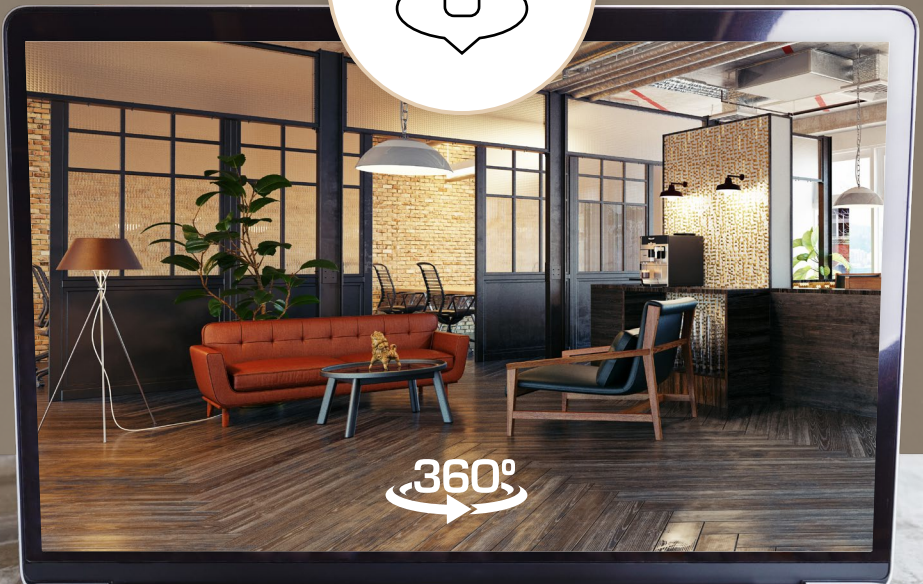
# MAKE A GOOD VIRTUAL FIRST IMPRESSION

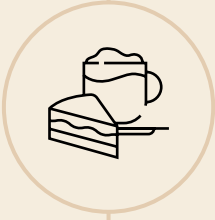
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Creating a seamless, user-friendly digital experience can help you stand out from your competitors.

From optimising the simple things like ensuring you have high quality, inviting images of your venue, to introducing state-of-the-art virtual 360° tours.

Use your website to encourage your customers to immerse themselves in your venue, without stepping foot in it, for an exceptional first impression.





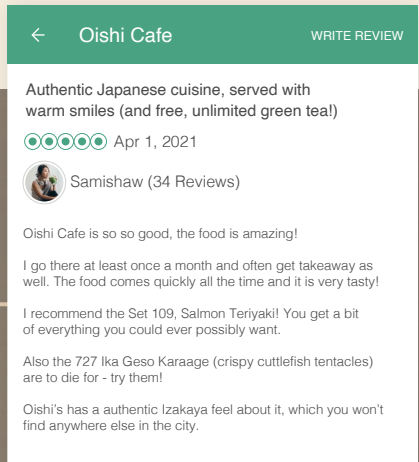
## CREATE UNIQUE EXPERIENCE PACKAGES

As part of your booking process, try to find out more about your customers so you can tailor packages just for them. Whether they're interested in art and culture, food and drink, nature or wellness, you can make key recommendations on arrival, potentially offer relevant discounts or share insider knowledge on the best places in the area. This helps you stay top of mind for re-visits, whilst also encouraging referrals.

## CONTINUE THE CONVERSATION

Encourage social sharing and reviews after visits by incentivising your customers to post about their experience online.

Introduce a rewards scheme that offers your guests loyalty points when they post about their stay on Twitter, check in on Facebook or post a picture on Instagram using a predefined hashtag.<sup>2</sup>



## USE TECHNOLOGY TO MAKE EXPERIENCES SMARTER

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From smartphones to fitness trackers, we have all seen how technology can improve our personal lives. So, when it comes to maximising the customer experiences at your hospitality business, look for innovative ways to implement technology there too.

Here are a few ideas...



## VOICE IMMERSIVE EXPERIENCES

Simplify access to your services and amenities for your customers with voice recognition technology.

From making information more accessible to guests, to saving time with customer requests, your team will have the time to focus on the interactions that matter most.<sup>3</sup>

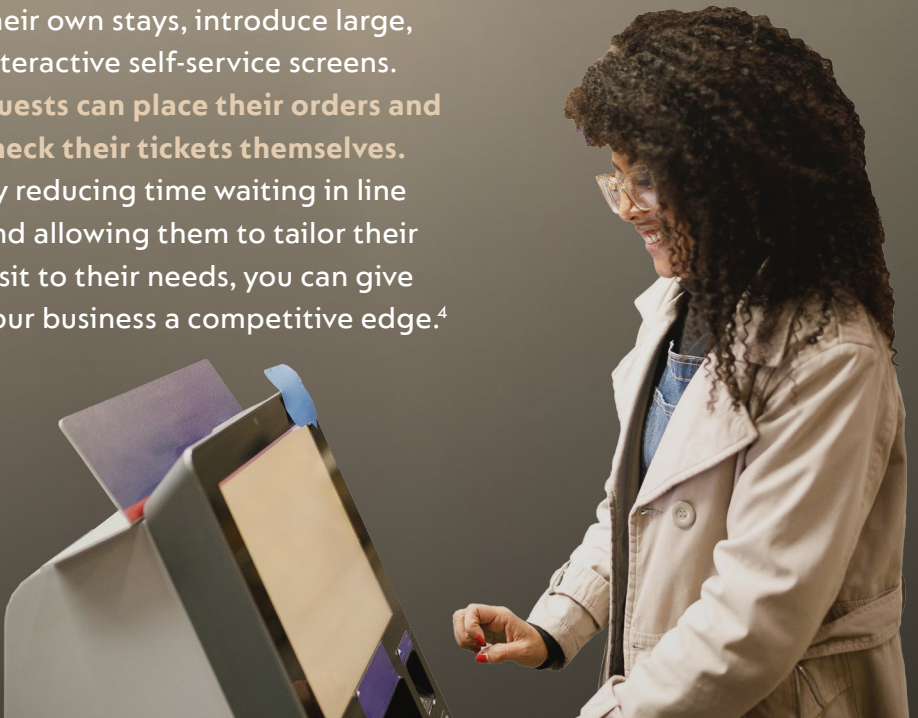


## EMPOWER YOUR CUSTOMERS TO SELF-SERVE THEIR PERFECT VISIT

For customers who value convenience and control over their own stays, introduce large, interactive self-service screens.

**Guests can place their orders and check their tickets themselves.**

By reducing time waiting in line and allowing them to tailor their visit to their needs, you can give your business a competitive edge.<sup>4</sup>



# CUSTOMISE VISITS WITH SMART AMENITIES

Make guests as comfortable as possible by allowing them to completely personalise their experience through an app. This allows your customers to control their room's thermostat, television and other amenities via their mobile phone for a truly customised experience.<sup>5</sup>





## EMPOWER YOUR EMPLOYEES

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**Your customers expect quality in every aspect of your business. Not only from the products you sell or services you provide, but also from your employees.**



**By empowering your workforce, you can give them the platforms they need to deliver exceptional customer experiences.**

## ENCOURAGE KIND GESTURES 'JUST BECAUSE'

Give your team a budget each month to make their customers happy, without needing a reason to do so. Whether it's an instant refund, sending surprise flowers or cookies to a customer's house or upgrading their booking, **encourage small gestures that could make someone's day.**<sup>6</sup>



## PROMOTE AUTHENTICITY

Teach employees to establish a genuine connection with guests. Encourage your team to address your customers by their names, offer a welcome drink on arrival or a complimentary dessert at the end of a meal. If your customer has shared some feedback previously, remember this to follow up on. **Empowering your employees to be authentic can help keep your business front of mind after every visit.**<sup>7</sup>



## REWARD EFFECTIVE DECISION MAKING

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When a team member makes a good call in a difficult situation or goes above and beyond for a customer, recognise them.

Whether it's honouring a worker by offering something simple like a box of chocolates to those who promote good values or bonuses and awards to the employee of the month, you reinforce proactive and effective decision making leading to positive customer experiences.<sup>8</sup>



TIP 4:

## CONSIDER THE FORMULA FOR SUCCESS



Considering the variety of factors customers use to determine whether they had a good experience or not, it is surprising to think that someone has identified a formula for success.

That person was **American Chef, Anthony Bourdain**, who believed the perfect meal consisted of the 3 Ps – plate, place, and people.<sup>9</sup>

**Here is how you can use these factors to wow your customers...**



## THINK OF WHAT IS ON THE PLATE

Pay very close attention to the quality of the food. This could mean sourcing produce locally, or utilising social listening to ensure you're serving what your customer base is currently enjoying.



## CONSIDER THE PLACE YOU SERVE FOOD IN

Never overlook the importance of design, choice of décor, planning of space, spacing of tables, lighting, texture, sound and ambience in your venue. This could be as simple as altering your layout to allow for easy movement, keep your guest comfortable and adhere to social distancing measures.



## PONDER ON YOUR PEOPLE

Your customers' experiences will be impacted by their fellow diners, your waiting staff, and your bar staff, so give great thought to the quality of staff you employ, the training you provide and the clientele you want to attract.

# BETTER COFFEE EXPERIENCES FOR CUSTOMERS AND EMPLOYEES

At Nespresso® Professional, we understand the value of exceeding your customer's expectations. **With 16 high quality coffee blends and easy to use coffee machines**, we can help you craft indulgent, premium coffee experiences with ease.



Our Momento Coffee & Milk machine harnesses touchless technology, reducing the contact points within your venue. Designed for ease of use, our machine reduces the labour of each brewing process, crucial for a fast-paced environment.

# NESPRESSO<sup>®</sup>

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To find out how this innovative solution could help you to create a safer, speedier and more convenient experience for your customers and employees,

give us a call on

**0808 100 8844**



<sup>1</sup> Cvent | <sup>2</sup> GuestRevu | <sup>3</sup> Hospitality Technology | <sup>4</sup> Conker  
<sup>5</sup> Skift | <sup>6</sup> GrooveHQ | <sup>7</sup> SOEG jobs | <sup>8</sup> Chron | <sup>9</sup> Platform Group