



**COOK.
CRAFT.
CREATE.**

ACF
National
Convention
& Show

“Guestology”

Presented by John Noble Masi
President
Hospitality Performance Partners



American Culinary Federation
The Standard of Excellence for Chefs



July 9-13, 2017 | Orlando
Disney's Coronado Springs Resort

Today's Agenda

- Question: What do we provide our guests?
- What does Starbucks do to make them successful?
- Customers vs. Guests
 - Product
 - Atmosphere
 - Service
- How can we quantify the impact of improving?
- Take action!

What do we provide our guests?



What makes Starbucks so successful?

- True Passion
- Broad appeal
- Rituals



What makes Starbucks so successful?

Making Customers feel more like Guests!!

- Emotional Connection- Their mission is “to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.”

“The Third Place”

- Personalization
- Warm Colors
- Comfortable seating
- Organic art
- Funky music
- Convenience-make things easy
- Free Wi-Fi...embracing technology



Making Customers Feel more like Guests in these Key areas

Product

Atmosphere

Service Delivery

Product



**HAVE IT
YOUR WAY.®**

You have the right to have what you want,
exactly when you want it. Because on the menu of
life, you are "Today's Special". And tomorrow's.
And the day after that. And... well, you get the
drift. Yes, that's right. We may be the King,
but you my friend, are the almighty ruler.

EST. 1954

Product



Chocomize

Product

- Prepare their favorites-Preferences via Menu cycles/choices balanced with seasonal offers
- Guest names on cups and "to go" orders
- Personalize/Customize
- Signature or "Secret" Items
- Surveys-Malcolm Gladwell-Prego
- Negatives to Positives
- Authentic Ethnic



Atmosphere

Temperature

- OSHA: 68-76 degrees F
- Productivity studies: 69.8-71.6 degrees F
- Guests prefer?



Atmosphere

Colors, Sounds, and Lights

- Reds and Yellows vs Neutral Earth tones
- Seasonal décor
- Ambient vs Bright vs Dim lights
- Slow Music/Quiet-Buy and spend more vs.
- Faster Music/Noisy-Spend less/Quicker turns



1. Lounge
2. Classical
3. Blues



Service Delivery

More than
150,000
ideas submitted over
the past five years



2,000,000
votes have been cast on
My Starbucks Idea - more
than the last mayoral
election in Chicago



Idea #3
Free Wi-Fi
7,500

Starbucks in the
U.S. and Canada have
Wi-Fi that can be
accessed with just
one click and no cost

**New
Flavors**



Idea #144
Mocha
Coconut
Frappuccino



Idea #275
Hazelnut
Machiato



Idea #233
Pumpkin Spice
Lette VIA



Idea #19
Free Birthday Treat
100,000

customers celebrated their birthday with a
free treat over just **2 days** last March 2-3

Idea #1
Splash Sticks

Keeping clothes
cleaner for the
past 5 years



Idea #34
Happy Hour



San Fernando, California is
the happiest city with the most
Frappuccinos created during
Frappuccino Happy Hour

Idea #202
**Mobile Payment
Through Drive Thrus**

Now you can just roll
down your window and
use your phone to enjoy
your favorite cup of coffee



Idea #128
Cake Pops

More than
5,800,000

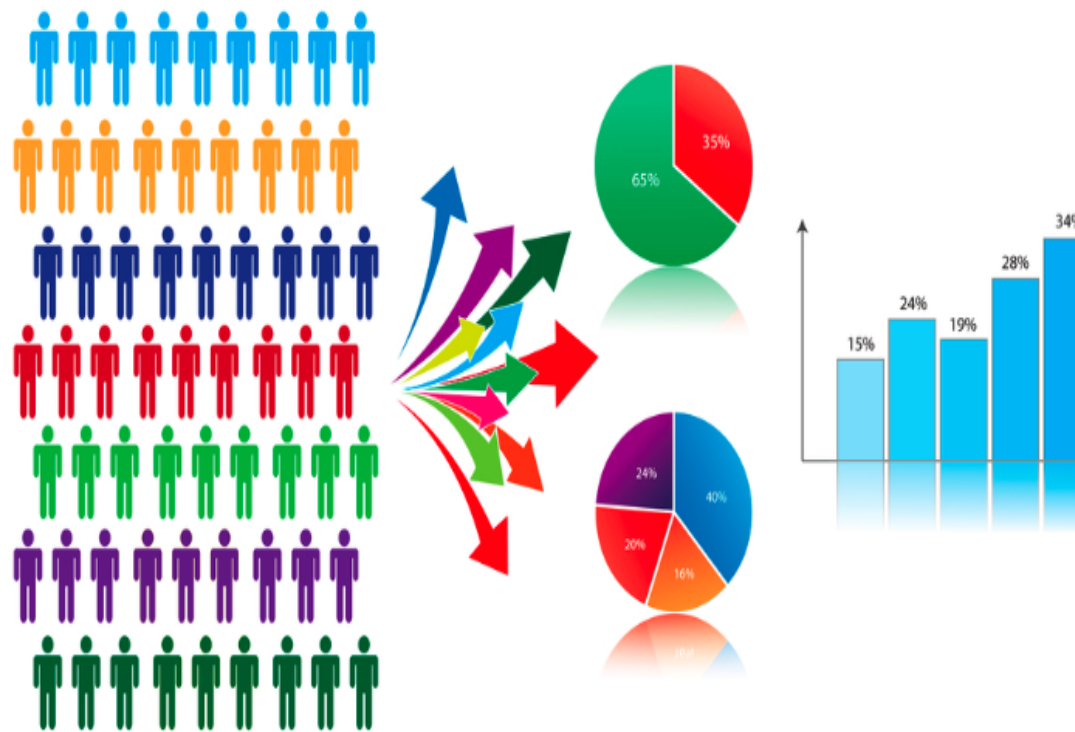
cake pop treats enjoyed
each year; with Friday
being the most popular day



Service Delivery

Gathering Guest Intelligence

- Develop an “App”
 - Starbucks 2009, 20% of purchases, Over 9M transactions weekly
- Birthdays
- Loyalty programs
- Habits and Past purchases
- Survey and take action
- Enhance efficiency and accuracy
- Beacon/Proximity technology



Service Delivery

Adjusting Our Delivery itself

- Name Tags or Embroidered uniforms for team
- Focus on First Impression(smiles, eye contact, tone), drop script, use guest names
- Ensure your team is happy
- Touch Tables!
- Pleasant Surprises
- Mint study in Journal of Applied Psychology-
Sweetening the Till: The Use of Candy to Increase Restaurant Tipping
 - 3%
 - 14%
 - 21%



The Value of Loyalty

7 Customer Loyalty Statistics

- It costs 500% more to acquire new customers than it does to keep current ones.
- The cost of bringing a new customer up to the same level of profitability as an old one is up to 16x more.
- 82% of companies agree that retention is cheaper to execute than acquisition.
- Lowering your customer churn rate by 5% can increase your profitability by 25-125%.
- On average, loyal customers are worth up to 10x as much as their first purchase.
- The average repeat customer spends 67% more in their 31st to 36th months of their relationship with a business than in months 0-6.
- 1% of a retail website's users generate as much as 40% of its revenue.

<http://www.socialannex.com/blog/2016/02/05/ultimate-customer-loyalty-statistics-2016>



My Challenge to You! TAKE ACTION!

What will you do moving forward
from today?



Focus on your People

- TRAIN, TRAIN, and TRAIN some more...with Passion AND with the right Trainer



Thank you and Best
Wishes for Improved
Guest Service!

Remember to connect
with me on



or visit my website for
more information on
training and other
services
www.hppus.com



hospitality
PERFORMANCE PARTNERS