

Points of Connection – Establishing the Wow Factor!

Point of Connection	Personnel	Standard functions	WOW factor!
Arrival at Bar	Bartender	<ol style="list-style-type: none"> 1. Acknowledge and friendly greeting 2. Make correct drinks 3. Provide correct change 	Offer personal product recommendations/ favorites Offering product trivia or local knowledge Provide table service when quiet Remember names & drinks Check how they like drinks made for them Suggest/ offer coffee for meetings Find common areas of interest/ ask about background
Arrival at Gaming Room	Gaming attendant	<ol style="list-style-type: none"> 1. Acknowledge and friendly greeting 2. Attend to F&B needs 3. Provide payouts 	Remember names & drinks Getting cigarettes Individual food service Offer/ provide escort from premises after win
Entering venue during day	Reception/ manager/ staff	<ol style="list-style-type: none"> 1. Acknowledge and friendly greeting 2. Offer assistance 3. Provide information/ directions 	Escort to area of hotel Provide interesting information about area Introduce yourself Introduce to staff members by name
Entering Venue on busy night	Security/ Host/ Manager	<ol style="list-style-type: none"> 1. Acknowledge and friendly greeting 2. Check for underage/ intoxic. 3. Manage crowd control 	Remembering repeat customers Directing or taking customers to areas Helping with transport/ leaving Promote key facilities and entertainment
Answering the phone	Anyone (except security)	<ol style="list-style-type: none"> 1. Quick to answer (3 rings) 2. Warm & friendly demeanor 3. Offer whatever assistance possible 	Take personal responsibility 'I'll find out/ sort this out..' Call back either way Offer knowledge of venue/ events where possible Thank them for their call
Serving at Table	Wait staff/ bartender	<ol style="list-style-type: none"> 1. Acknowledge and friendly greeting 2. Taking F&B orders 3. Delivering F&B 	Returning for re-ordering/ top-ups Personal recommendations Offer extra food/ beverage knowledge

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Food running	Managers/ floor staff	<ol style="list-style-type: none"> 1. Picking up food quickly 2. Ensuring cutlery is laid 3. Delivering and naming dish 	<p>Explain dishes being delivered</p> <p>Compliment customers on dishes ordered</p> <p>Check if they need anything else – organise it if necessary</p> <p>Wish them bon appetite (or simply 'enjoy!')</p>
Clearing Tables	Floor staff	<ol style="list-style-type: none"> 1. Polite & friendly 2. Clear and reset tables 3. Distribute glasses/ rubbish 	<p>Friendly chat/ joke</p> <p>Organise top-up order from bar</p> <p>Educate customers on promotions</p> <p>Ensure customers belongings are safe</p> <p>Help find lost property</p> <p>Assisting with transport</p>
Exiting venue	Security/ manager	<ol style="list-style-type: none"> 1. Manage crowds 2. Ensure safety 3. Thank 	<p>Directing or escorting to Taxi</p> <p>Informing of transport options</p> <p>Farewell and thank for custom</p> <p>Checking to see what we could improve above venue/ service</p> <p>Recommending where to go next</p>
Bottleshop service	Bottleshop attendant	<ol style="list-style-type: none"> 1. Acknowledge and friendly greeting 2. Assist with queries 3. Charge and provide change 	<p>Offer personal recommendations</p> <p>Inform of best specials/ deals</p> <p>Enquire as to occasion and suggest appropriate products</p> <p>Assist with wine/ food matching</p> <p>Offer assistance with packaging (bag vs. box)</p>
Ordering Food	Bistro cashier	<ol style="list-style-type: none"> 1. Acknowledge and friendly greeting 2. Provide menu information 3. Charge and provide change 	<p>Provide insight into best dishes</p> <p>Cater to food needs wherever possible</p> <p>Make personal recommendations</p> <p>Compliment on choices</p>
Email enquiry	Manager/ Reception	<ol style="list-style-type: none"> 1. Respond quickly (within 24hrs) 2. Provide relevant info/ answers 3. Follow-up to ensure receipt 	<p>Ring to make personal connection</p> <p>Offer additional information about premises/ events</p> <p>Attach interesting/ relevant articles in reply</p>