

Wine dispenser

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MODULE: BMGM6003

LECTURER: Antoinette Milne.

Title: Comprehensive Training Support Materials for Enhancing Customer Experience through the Wine Dispenser

1. Introduction

The wine dispenser training program is designed to equip staff with the necessary skills to deliver enhanced customer experiences, focusing on engagement, operational efficiency, and customer satisfaction. According to Solomon (2018), delivering personalized experiences is crucial in customer-centric industries, as it fosters loyalty and satisfaction, which are essential in retaining customers. This training program aims to support staff in utilizing the wine dispenser effectively, enabling customers to explore a wide range of wines independently, at their own pace, and in various pour sizes—an approach that resonates with the modern consumer's desire for autonomy (Neodistributing, 2024).

The self-service model allows customers to engage more deeply with the product by choosing different wines, experimenting with sizes, and even pairing selections with food items, without the pressure of committing to a full glass or bottle (WineEmotionUK, 2024). This training document integrates principles from contemporary learning theories, specifically Gardner's Theory of Multiple Intelligences (1993) and Kolb's Experiential Learning Theory (1984), ensuring the materials are inclusive and cater to various learning styles. By doing so,

the training ensures that all staff members, regardless of learning preference, can effectively understand and apply the skills needed for successful customer interactions.

Incorporating input from university designers, the training materials are not only informative but also visually appealing and aligned with branding standards (EHL, n.d.). Each component, including the agenda, workbook, digital resources, and interactive elements, has been crafted to be engaging and user-friendly. The training pack also emphasizes continuous feedback, encouraging staff to gather insights from customers and refine their approach. This structured approach ensures that the training not only meets academic standards but also enhances practical skills, making the customer experience more memorable and enjoyable.

2. Agenda

The agenda provides a structured pathway through the training session, ensuring that all necessary topics are covered and that staff remain engaged and goal-oriented throughout. Dividing the training session into key sections—such as an introduction to the dispenser, hands-on practice, customer interaction scenarios, troubleshooting, and wrap-up discussions—helps focus attention on each critical area. According to Knowles (1980), structured agendas in adult learning promote engagement by setting clear objectives and expected outcomes, a principle applied in this program.

Each section of the agenda aligns with specific learning outcomes, enhancing the program's effectiveness. For instance, the "Introduction to the Wine Dispenser" section covers technical aspects, while "Customer Interaction Scenarios" focus on soft skills and empathy. Time allocation for each section is deliberate; for example, dedicating 30 minutes to hands-on practice with the wine dispenser allows staff to build familiarity with the machine's interface. This part of the agenda is particularly beneficial for kinesthetic learners, who thrive through direct interaction (Kolb, 1984).

In the "Customer Interaction" section, role-play exercises allow staff to experience potential scenarios, such as addressing customer inquiries or offering wine recommendations, as suggested by Wagner et al. (2011) as a best practice in hospitality training. These simulations prepare staff to handle various customer types confidently, ensuring a consistent and high-

quality experience. The agenda thus acts as a roadmap, ensuring that all topics are comprehensively addressed, and the training objectives are achieved effectively.



3. Workbook and Digital Material

The workbook and digital resources are core components of the training program, providing detailed and accessible materials to support learning. They cater to diverse learning styles, offering visual, auditory, and hands-on resources.

Workbook Structure:

The workbook is divided into distinct sections, each tailored to address different aspects of the wine dispenser experience and customer service protocol. This structured approach not only enhances learning but also serves as a reference staff can revisit.

- **Section 1: Wine Dispenser Operation**

This section includes step-by-step guides and diagrams, allowing staff to familiarize themselves with the dispenser's functionality. Visual aids, such as labeled diagrams of the machine and screenshots of its interface, support visual learners (Puckette, 2015). Staff are encouraged to handle the machine during training, building confidence through kinesthetic learning, which Kolb (1984) identifies as essential for hands-on activities.

- **Section 2: Customer Interaction Scenarios**

Role-playing scenarios simulate real-life customer interactions, which is critical in preparing staff to handle a range of customer behaviors. This interactive method, supported by Solomon (2018), builds empathy and communication skills, allowing staff to practice responses to common questions, such as "What do you recommend?" or "How do I use this machine?". These scenarios encourage critical thinking and situational adaptability, both key components in customer service.

- **Section 3: Wine and Food Pairing Guide**

This guide includes a quick-reference chart for pairing wines with menu items. For example, it suggests pairing Chardonnay with seafood or light salads and Cabernet Sauvignon with richer dishes like steak. Visual charts help staff remember pairings,

supporting long-term retention of information (Jackson, 2019). This section encourages staff to use their notes and observations, adapting pairings to customer preferences, which aligns with personalized service principles in hospitality (Robinson, 2015).

- **Section 4: Hygiene and Maintenance Protocols**

This section underscores the importance of cleanliness, providing a checklist for daily cleaning tasks and instructions on temperature control. According to EHL (n.d.), hygiene is fundamental in food and beverage services, and this training ensures that staff understand the maintenance tasks that support a safe and inviting environment. By integrating hygiene protocols, the training reflects industry standards in maintaining quality and customer trust.

Digital Material:

The digital resources complement the workbook, offering flexible learning options accessible on mobile devices or computers.

- **Interactive Training Video**

The training video demonstrates core elements, such as dispenser operation, customer engagement, and maintenance protocols. This format is beneficial for auditory and visual learners, as it combines spoken instructions with visuals (Knowles, 1980). The video can be revisited as needed, allowing for self-paced learning.

- **Mobile-Friendly Quick Guides**

Quick-reference guides summarize essential information, making them easily accessible on mobile devices. These digital guides offer tips on wine pairing and dispenser troubleshooting, ensuring that essential knowledge is available on the go, as recommended by Wine Intelligence (2023).

- **Online Quiz**

The online quiz reinforces key points, covering topics like pour sizes, wine varieties, and basic troubleshooting. Gamified elements in learning, such as quizzes, have been shown to enhance engagement and retention (Neodistributing, 2024). Staff receive immediate feedback on their answers, promoting active learning.

Together, the workbook and digital resources provide an inclusive, multi-channel approach to training, ensuring that all staff members have the tools they need to succeed, regardless of their preferred learning style.

4. Knowledge of Staff Performance Analysis (300 words)

Performance analysis is integral to assessing the training program's effectiveness and ensuring quality customer service. This section outlines performance metrics aligned with industry standards (Wagner et al., 2011).

Key Performance Metrics:

- 1. Customer Engagement**

Engagement is a critical metric, as effective customer interaction leads to a positive guest experience. Tracking engagement can involve measuring upselling frequency, customer satisfaction ratings, and feedback comments. Solomon (2018) suggests that staff engagement directly impacts customer loyalty, making it a vital area for analysis.

- 2. Operational Efficiency**

Operational efficiency ensures that staff can handle the dispenser smoothly and without frequent issues. Monitoring efficiency involves observing time spent per transaction and error rates, as Robinson (2015) notes that efficiency directly influences customer perception.

- 3. Customer Feedback**

Feedback collected post-interaction offers valuable insights into staff performance and customer satisfaction. EHL (n.d.) emphasizes that hospitality industries benefit from actively gathering and analyzing customer feedback, as it reveals strengths and areas for improvement.

- 4. Self-Assessment and Peer Feedback**

Encouraging self-assessment and peer feedback fosters a culture of accountability and improvement. Staff reflect on their interactions and receive constructive feedback from colleagues, reinforcing a supportive environment (Knowles, 1980). This iterative feedback loop is crucial for maintaining high service standards.

By analyzing these metrics, managers can continuously monitor and improve staff performance, ensuring the training program meets its goals of enhancing customer experience and operational efficiency.

5. Training Techniques for Engagement and Inclusivity

To accommodate diverse learning styles and promote engagement, the training program incorporates various techniques aligned with Gardner's Theory of Multiple Intelligences (1993) and Kolb's Experiential Learning Theory (1984).

Diverse Learning Styles:

1. Visual Learners

Visual learners process information best through diagrams, infographics, and illustrations.  The training materials include detailed diagrams of the wine dispenser and color-coded charts of pour sizes and wine pairings. Visual aids support comprehension and help staff remember key points, as Wagner et al. (2011) emphasize that visual elements enhance learning retention.

2. Auditory Learners

Auditory learners benefit from hearing information, either through discussions or presentations.  Role-playing exercises allow auditory learners to engage in conversations and practice verbal responses. Additionally, the training video provides clear audio instructions, which enhance understanding for those who process information through listening (Knowles, 1980).

3. Kinesthetic Learners

Kinesthetic learners thrive on hands-on activities, which allow them to engage with the material physically. Training sessions involve practical interactions with the wine dispenser, enabling these learners to familiarize themselves with the machine through direct experience, a learning approach Kolb (1984) identifies as essential for experiential learning.

Engagement Techniques:

1. **Interactive Role-Playing**

Role-playing simulates real-world interactions, allowing staff to practice handling various customer scenarios. This technique builds empathy and confidence, skills crucial for customer-facing roles (Solomon, 2018). Engaging in realistic scenarios enhances problem-solving and adaptability, as staff learn to adjust their approach based on customer needs.

2. **Gamification**

Integrating a quiz with gamified elements motivates staff by introducing a competitive, rewarding aspect to learning.  9 Wine Intelligence (2023) found that gamification fosters engagement, particularly when learners receive immediate feedback and rewards for correct answers. This approach reinforces knowledge retention and encourages active participation.  10

3. **Feedback Loops**

Feedback from trainers, peers, and customers plays a critical role in continuous improvement.  11 By incorporating regular feedback loops, staff receive constructive critiques that guide their development (Neodistributing, 2024). Feedback not only enhances learning but also builds a collaborative and supportive training environment, as noted by Knowles (1980).

These diverse techniques ensure an inclusive and engaging learning experience, catering to all types of learners while fostering a positive and supportive training environment.

6. Justification and Evidence for the Training Approach

Each aspect of the training program is supported by research in educational theory and hospitality best practices.

Academic Basis for Inclusivity and Engagement:

The training's inclusivity approach draws on Gardner's Theory of Multiple Intelligences (1993), which emphasizes accommodating diverse learning styles. By incorporating visual, auditory, and kinesthetic learning tools, the training ensures that each staff member can fully

engage with the material. Kolb's experiential learning theory (1984) supports hands-on activities as a means of reinforcing knowledge, a core element of this training program.

Performance Criteria Alignment:

Aligning training content with performance criteria such as operational competence, customer engagement, and hygiene ensures that staff meet both industry and customer expectations. According to Robinson (2015), a comprehensive training approach that combines technical skills with interpersonal capabilities is essential in hospitality, where customer experience hinges on service quality. Each training component, from dispenser operation to customer interaction scenarios, supports these critical performance areas (Jackson, 2019).

Continuous Improvement through Feedback:

Gathering feedback from customers and peers fosters a culture of continuous improvement. WineEmotionUK (2024) highlights the importance of feedback in refining service quality, making it a cornerstone of this training program. Encouraging staff to reflect on their interactions and incorporate feedback aligns with Knowles' (1980) adult learning principles, promoting a responsive and adaptive training approach.

This evidence-based framework ensures the training program's effectiveness in preparing staff to provide exceptional customer experiences, grounded in academic and industry standards.

7. Conclusion

The wine dispenser training program prepares staff to enhance customer engagement by equipping them with both technical and interpersonal skills. By addressing diverse learning needs and promoting continuous feedback, the program fosters an inclusive, adaptive training culture, ensuring staff are confident and competent in their roles. Through evidence-based practices, the training supports operational efficiency, customer satisfaction, and consistent service quality, as recommended in hospitality best practices (EHL, n.d.). This structured

approach positions the restaurant to deliver memorable, high-quality wine experiences that resonate with customers and reinforce the establishment's commitment to excellence.

8. References

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GRADEMARK REPORT

FINAL GRADE

40/100

GENERAL COMMENTS

This paper has been IV'd by Jessica Newport as second marker who agrees with the mark and comments made by Antoinette Milne as first marker.

PAGE 1

PAGE 2



Comment 1

It is important to discuss different customer types in detail, in order to demonstrate knowledge and understanding.

PAGE 3



Comment 2

It is important to state the training objectives, to demonstrate knowledge and understanding.



Comment 3

It is important to include an in-text citation to support this statement.



Comment 4

There are many styles of Chardonnay, largely depending on climate and wine making styles, so it is challenging to pair all Chardonnays with all seafoods. More detail is required to be precise. For example, some are light bodied and some are full bodied with oak influence.

PAGE 4

PAGE 5



Comment 5

It is important to provide an in-text citation to support this statement.

PAGE 6



Comment 6

It is important to provide an in-text citation to support this statement.



Comment 7

It is important to provide an in-text citation to support this statement.



Comment 8

It is important to provide an in-text citation to support this statement.

PAGE 7



Comment 9

It is important to provide an in-text citation to support this statement.



Comment 10

It is important to provide an in-text citation to support this statement.



Comment 11

It is important to provide an in-text citation to support this statement.

PAGE 8

PAGE 9



Comment 12

In this case it is ND John Wine Merchants.

PAGE 10

GRADING FORM: BMGM6003 STAFF DEVELOPMENT

SILVIO LISCIANDRELLI

40

LITERATURE ENGAGEMENT /10



Remember to include the, "Acknowledgement of AI". For some statements, it is important to include in-text citations for support (please see in-text comments). You have provided references. It is important to research wine styles and wine & food pairing principles so that specific suggestions can be made to customers.

5

KNOWLEDGE & UNDERSTANDING /20



Your introduction is clear, concise and professional. For some statements, it is important to provide more detail, in order to demonstrate increased knowledge and understanding (please see in-text comments). There are many styles of Chardonnay, largely depending on climate and wine making styles, so it is challenging to pair all Chardonnays with all seafoods. More detail is required to be precise. For example, some are light bodied and some are full bodied with oak influence. More knowledge and understanding of wine styles and wine & food pairing principles is important, as it is part of the training.

9

COGNITIVE & INTELLECTUAL /20



It is important to mention wine & food pairing principles/guidelines in order to provide examples based on research. It is also important to discuss the customer demographics and to analyse this in relation to their use of the wine dispenser. For

9

example, it can be helpful to identify non-users and to suggest ways to encourage them to use it.

PRACTICAL APPLICATION /25



You have generally linked theory to practice. Training materials were not provided (please see the Assignment detail in the Module Handbook in Moodle. Had there been training materials, the mark could have been higher.

7

TRANSFERABLE SKILLS /25



You have written in a clear and professional way. More support and detail for certain statements is important (please see in-text comments). Your presentation was well organised. Also, it can be helpful to physically demonstrate using the wine dispenser. Some of the slides had many words and it can be helpful to use fewer words and more slides for increased clarity. Training materials were not provided (please see the Assignment detail in the Module Handbook in Moodle. Had there been training materials, the mark could have been higher.

10