

Enhancing customer service

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Enhancing Customer Experience: Wine Dispenser



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Introduction to the Wine Dispenser Experience

- The wine dispenser serves as an innovative customer service tool, designed to enrich the guest experience through a unique, self-paced wine-tasting journey. At its core, the dispenser provides customers the freedom to explore an array of wines—from familiar varietals to new discoveries—all at the touch of a button.
- This self-service model lets guests select their desired pour size, from a small taste to a full glass, making it easy to try different wines without the pressure of committing to a full bottle or glass. This customisation not only caters to individual preferences but also allows customers to explore at a pace that feels right for them, whether they're casually sampling or immersing themselves in a **new variety**  1
- By enabling choice and personalisation, the wine dispenser creates an engaging, hands-on tasting experience, elevating each visit and giving customers a memorable, interactive way to enjoy wine in a comfortable, pressure-free setting.

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Benefits of Using the Wine Dispenser for Customer Engagement

1. **Flexibility:** Customers can sample a range of wines without committing to a full bottle, allowing them to explore new tastes and flavors with ease. This freedom of choice encourages a relaxed, enjoyable atmosphere.
2. **Variety:** With a curated selection featuring wines from diverse regions and styles, customers have the chance to try options they may not typically order. This variety enriches their experience, broadening their wine palate and providing them with memorable choices.
3. **Cost-Efficiency:** Offering multiple pour sizes at varying price points makes wine-tasting accessible to everyone, especially those who might hesitate to purchase a full glass or bottle. It invites guests to enjoy high-quality wines without stretching their budget, enhancing satisfaction.
4. **Interactivity:** The self-service approach fosters autonomy and adventure, letting customers take control of their experience, which in turn increases engagement and enjoyment.

Navigating the Wine Dispenser Interface



Goal: Ensure staff can confidently explain the machine's interface and read displays accurately.



Screen Overview: Each slot displays wine's name, type, region, and pricing by pour size.



Price Breakdown: Prices vary by pour size; show where these are displayed on the screen.



Labels and Information: Staff should check wine labels and additional information (vintage, tasting notes).



Key Point: Staff should guide customers on reading the display, selecting wine, and understanding pricing.

Pour Size Options & Pricing Strategy

The wine dispenser offers multiple pour sizes to suit different tasting preferences, and guiding customers toward the right choice enhances their experience.

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1. **Small Taste:** This option is perfect for customers who want to sample a variety of wines. It's a budget-friendly choice that encourages trying multiple options without a large commitment, ideal for those exploring different flavors.
2. **Medium Pour:** This balanced choice provides enough wine for a satisfying taste experience without the commitment of a full glass. It's a great option for guests who want to enjoy a particular wine but still leave room to try others.
3. **Full Glass:** Ideal for customers who have found a wine they love and want a more substantial pour to fully enjoy. It's best suited for guests looking to settle into one wine choice.

Tips for Staff: To help customers find the best option, ask if they're interested in exploring a range of wines or looking for a familiar favorite. This small step personalises their experience and ensures they feel comfortable with their choice.

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Key Point: Tailor guidance to each customer's preferences and budget, helping them make the most of their wine-tasting experience.

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Operating the Wine Dispenser – Step-by-Step for Staff and Customer Assistance



Goal: Provide a clear guide to ensure smooth operation.



1. Starting the Machine:
Activation may require a card or button press.



2. Selecting the Wine: How to scroll or navigate to desired wine.



3. Choosing Pour Size: Show how to select the pour size and confirm.



4. Observing the Pour: Staff should monitor to avoid overflow or malfunction.



5. Ending the Pour: If necessary, staff can manually stop the pour.



Key Point: Staff should confidently assist customers.

Overview of Wine Selection & Descriptions



Goal: Equip staff with basic knowledge to make informed recommendations.



Brief Description of Each Wine: Staff should know key characteristics (varietal, origin, flavor).



Highlight Unique Choices: Mention exclusive or limited-time options to create excitement.



Tasting Notes: Basic notes (e.g., “fruity with a hint of oak”) help customers decide.



Key Point: Staff should be prepared to answer questions to assist customer choices.



Suggesting Food Pairings

Popular Pairings: Offer easy-to-remember pairings for common wines to give customers a starting point. For example:

1. **Light Whites** (e.g., Chardonnay, Sauvignon Blanc) are excellent with seafood, salads, and lighter dishes. 10
2. **Bold Reds** (e.g., Cabernet Sauvignon, Syrah) pair well with richer dishes like steak, lamb, or spiced entrees.
3. **Pinot Noir:** A versatile option that complements poultry, pork, or lighter red meats.

Custom Pairing Suggestions: Encourage staff to suggest specific dishes on the menu that match well with certain wines. For example, recommending the grilled salmon to pair with a crisp Chardonnay adds a personalized touch that customers appreciate. 11

Upselling Tip: If customers seem unsure about wine alone, suggest a complementary dish to elevate their tasting experience. This can create a more satisfying and memorable pairing and gently encourage additional menu items.

Key Point: Offering pairing suggestions demonstrates knowledge and expertise, building trust and enhancing customer satisfaction through a well-rounded and enjoyable tasting experience.

Addressing Common Customer Questions & Concerns

How to Operate: Customers may ask, *"How do I select a wine?"* or *"How do I choose a pour size?"* Staff should confidently explain the selection process and guide customers through the dispenser's interface, showing them how to pick both a wine and their preferred pour size.

Recommendations: Common requests include, *"What do you recommend for a full-bodied red?"* Staff should be ready with recommendations based on varietals known for their richness, like Cabernet Sauvignon or Syrah, and can mention popular options in stock.

Sampling: When customers are unsure, suggest starting with a smaller pour. Explain that smaller pours are ideal for sampling, allowing customers to try a variety of wines without committing to a larger glass.

Technical Questions: If the machine isn't working properly, staff should know some basic troubleshooting steps, such as checking if the machine is activated, verifying pour settings, or resetting it. Knowing when to escalate to technical support is also essential.

Key Point: Quickly and confidently addressing questions and resolving issues builds trust, leaving customers feeling well cared for and more likely to have a positive, memorable experience.



Importance of Hygiene and Maintenance Protocols

1. **Daily Cleaning:** Ensure that spouts and dispensing areas are wiped down regularly to prevent residue build-up and maintain sanitation. This practice also keeps the machine looking inviting and well-maintained.
2. **Replacing Wine Bottles:** Monitor wine levels throughout the day and replace bottles as needed. This ensures customers have a full selection and minimizes disruptions to their experience.
3. **Temperature & Freshness:** Some wines require specific temperature settings to preserve their taste and quality. Staff should be aware of these settings and regularly confirm they're correctly maintained.
4. **Inspection Routine:** Perform routine checks for any signs of leaks or residue build-up. Regular inspections help catch issues early, keeping the dispenser clean and operational.

Key

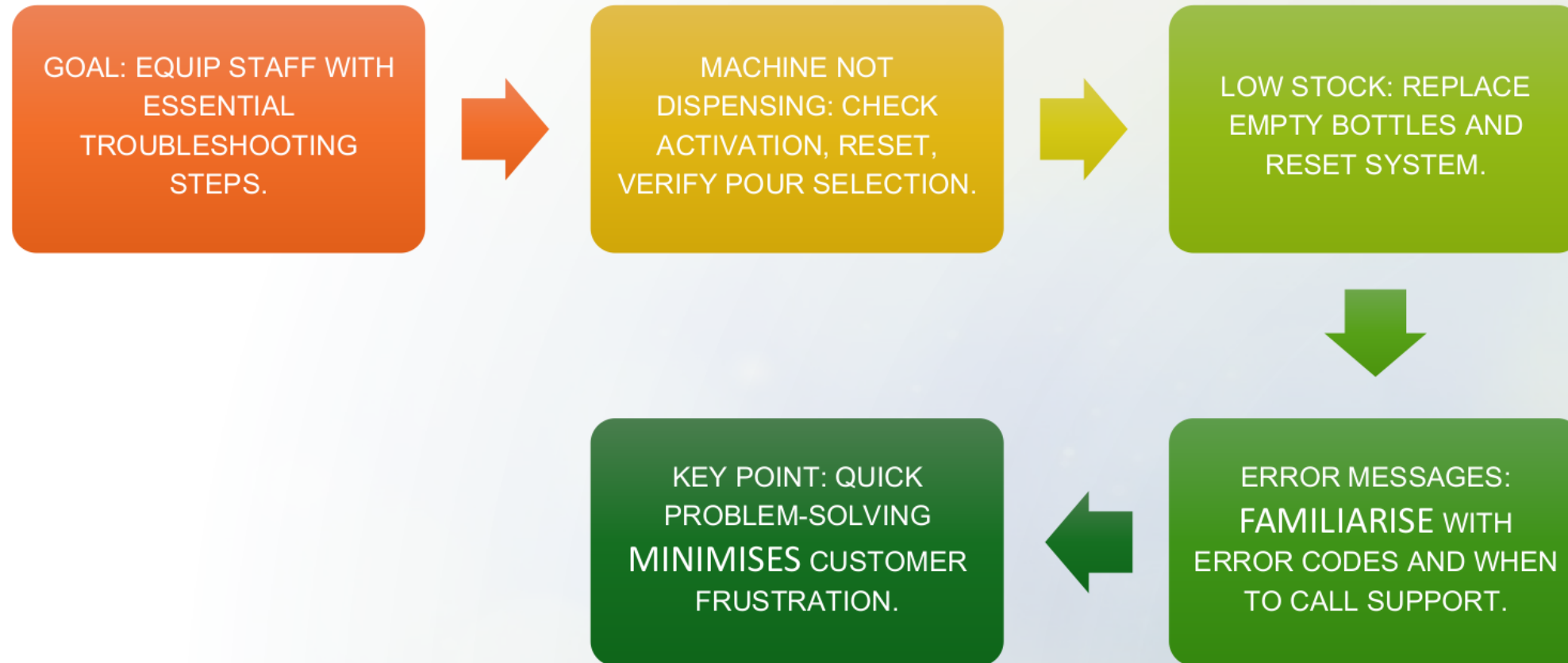
Point: Cleanliness and proper maintenance ensure a positive experience, showing customers that the establishment values quality and attention to detail.

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Troubleshooting Basic Issues



Creating a Personalized and Memorable Experience



Goal: Emphasise the importance of a personalized approach.



Engage with Customers: Ask about preferences (e.g., dry wines, reds/whites).



Share Recommendations: Suggest staff favorites or popular options.



Encourage Exploration: Suggest trying a small taste of something new.



Key Point: **Personalised** service fosters loyalty.

Gathering and Using Customer Feedback



GOAL: ENCOURAGE STAFF TO SEEK
AND ACT ON CUSTOMER
FEEDBACK.



ASKING FOR FEEDBACK: SIMPLE
QUESTIONS LIKE, "HOW DID YOU
ENJOY THE WINE DISPENSER?"



RECORDING COMMENTS: NOTE
SUGGESTIONS OR COMPLAINTS
FOR MANAGEMENT.



CONTINUOUS IMPROVEMENT: USE
FEEDBACK TO ENHANCE SERVICE
AND WINE SELECTION.



KEY POINT: LISTENING TO
CUSTOMERS REINFORCES THEIR
VALUE.

Wrap-Up and Q&A



Goal: Conclude training and address questions.



Recap Key Points: Remind about knowledge, engagement, and upkeep.



Encourage Practice: Suggest time spent using the machine for confidence.



Open for Questions: Allow staff to clarify points or raise concerns.



Key Point: Well-trained staff are essential for a smooth customer experience.



Quick Quiz

- **What are the three pour sizes offered by the wine dispenser?**
 - A) Taste, Medium, Full
 - B) Small, Large, Bottle
 - C) Half, Full, Magnum
- **Where can customers find details about each wine on the dispenser?**
 - A) On a printed list
 - B) On the display screen above each wine slot
 - C) On the counter next to the dispenser
- **What is one benefit of encouraging customers to try smaller pours?**
 - A) Helps them sample wines without a large commitment
 - B) Decreases customer satisfaction
 - C) Only for guests who are wine enthusiasts
- **If a customer is unsure about what wine to try, what is a helpful tip you could provide?**
 - A) Encourage them to select the most expensive option
 - B) Suggest they try a small taste of a new varietal
 - C) Tell them to pick randomly
- **True or False:** Daily cleaning of the dispenser's spouts is optional.

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GRADEMARK REPORT

FINAL GRADE

43/100

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 consider including any wine (it could be a blend of varietals, rather than a wine made from just one varietal).



Comment 2

It is important to include an in-text citation to support your points.

PAGE 3



Comment 3

It is important to include an in-text citation to support your points.



Comment 4

It is important to consider mentioning that one of the main points of the Wine Dispenser is to sell bottles/cases of wine through trial tasting.

PAGE 4

PAGE 5



Comment 5

It is important to include an in-text citation to support your points.



Comment 6

It is important to include an in-text citation to support your point.



Comment 7

It is important to include an in-text citation to support your points.

PAGE 6



Comment 8

It is important to provide an in-text citation to support these points.

PAGE 7



Comment 9

You could also include flavour intensity, body, acidity, sweetness and tannin, for example.

PAGE 8



Comment 10

It is important to consider that not all Chardonnays are light (some are medium or full bodied and have oak influence).



Comment 11

It is important to provide some food & pairing guidelines to demonstrate knowledge and understanding of the principles.

PAGE 9



Comment 12

It is important to provide an in-text citation to support these points.

PAGE 10



Comment 13

It is important to mention what the temperatures are, to demonstrate knowledge and understanding.



Comment 14

It is important to provide an in-text citation to support these points.

PAGE 11



Comment 15

It is important to provide an in-text citation to support these points.

PAGE 12

PAGE 13



Comment 16

It is important to provide an in-text citation to support these points.

PAGE 14

PAGE 15

GRADING FORM: BMGM6003 LEADING STAFF DEVELOP

SILVIO LISCIANDRELLI

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LITERATURE ENGAGEMENT /10

 Remember to include the, "Acknowledgement of AI" statement. Throughout the presentation, it is important to include in-text citations to support your points (please see in-text comments). You have provided 15 references and 20 were required.

4

KNOWLEDGE & UNDERSTANDING /20

 It is important to establish a need for the training and to give evidence of the need (for example, after asking 20 customers if they knew how to work the Wine Dispenser, none of them knew). It is also important to provide an introduction including some information about you and what the objectives of the training session are. There is much description of how the Wine Dispenser works. It is important to mention using training techniques. The quiz at the end is a helpful idea.

10

COGNITIVE & INTELLECTUAL /20

 There is a lot of description and more evaluation and analysis is required (such as evidence for the need to have the training, training techniques, what the cues are for customers buying wine, for example). It is important to provide as much detail as possible in some parts, to enhance critical evaluation and analysis (please see in-text comments). It is also important to provide some food & wine pairing guidelines, in order to demonstrate knowledge, understanding and evaluation of the principles (please see in-text comments).

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PRACTICAL APPLICATION /25

 The visual images are helpful in illustrating the words. More linking of the theory to practice is important, for example, demonstrating how customers buy (the cues) and linking that to the practice of selling effectively. Also, there were no training materials provided (please see the Module Handbook Assignment #1 details in Moodle). Had there been training materials provided, the mark could have been higher.

10

TRANSFERABLE SKILLS /25

 The words on many of the slides are quite small and it can be helpful to consider using larger font and/or spreading the words/points over more than one slide. More detail is required to demonstrate transferable skills (please see in-text comments). Your presentation at NDJ Wines was clear and professional. It can be helpful to demonstrate the use of the wine dispenser. Also, there were no training materials provided (please see the Module Handbook Assignment #1 details in Moodle). Had there been training materials provided, the mark could have been higher.

10