

# Zealifi.

A Culture of Hospitality



# RAISING THE BAR (RTB)

**REDESIGNING  
SERVICE CULTURE**

# TAKE YOUR TEAM FROM GOOD TO GREAT

- Create team members who think like managers
- The secret sauce on getting the most out of your millennials
- Reduce your costs by reducing team member turnover
- Hold onto staff who you have invested time and resources training
- Engage or exit apathetic team members
- Turn your team into walking, talking marketing tools

In almost every city and town you will find a small number of hospitality businesses that stand out.

They are the most well-known and their guests talk about them and their service. Whether they are pubs, clubs, restaurants, cafés, hotels, resorts or casinos, they are stand-outs for providing memorable experiences. Destinations that sometimes you can't even remember what you ate or drink or what your room looked like, but these places stick in your mind.

- Their names come up in casual conversation... for all the right reasons.
- They attract lots of guests... and ones that keep coming back.
- They can charge more, but it isn't a struggle as their guests value the experience as 'worth it'.
- They are not dictated to by price wars, and in off-peak seasons or times of 'economic downturn', they are still as busy as ever.

These businesses just seem to have a great service culture where guests feel welcome, valued, important, understood, special, and that they belong there. These businesses have raised the bar and they are out of reach of their competitors. Competitors who haven't realised the value, or can't understand how they did it.

Imagine what it would be like to have a business like that. A business where guests receive a 'wow' service experience every time. Imagine a business that guests' keep coming back to because it provides an extraordinary level of guest service. A business where team members and managers are confident, leading to increased numbers of guests, increased average spend per visit and an increased number of visits per guest. All this culminating in a win-win-win environment for team, guests and the business.

“ A business where guests receive a 'wow' service experience every time. ”

THE icing on  
THE CAKE  
ANYONE CAN DO  
COOKIE CUTTER  
TRAINING AND  
CONSULTING  
ITS WHAT WE  
PUT ON TOP THAT  
COUNTS

- OUR PHILOSOPHY

# Zealifi's Raising The Bar® (RTB) is a step by step program to a creating a service culture that creates raving customers, and increases profit as well.

Raising The Bar (RTB) meets the needs of the hospitality industry that is a very competitive market, now competing with many other forms on in-home entertainment, food, beverage and gaming. The power of quality guest service is in the hands of all business managers and team.

It creates not just a consistently great customer service environment in your business, but a real return on investment. It delivers more guests, coming more often, with a higher average spend.

- It turns managers into leaders.
- It turns 'staff' into engaged and valued team members.
- It turns first time visitors into regulars, and then into raving fans.

## Service culture is a marketing tool.

We all know how much value we give to word of mouth recommendations. If a friend praises a business, we are far more likely to believe them than believing any promises made by traditional advertising.

Everyone has an opinion and in this digital age they are broadcasting it everywhere - Facebook, Trip Advisor, Google... It then takes time and resources trying to delicately address any negative feedback. Increase the chances of your guests raving about your team and their experience, rather than nit-picking that they didn't receive enough sauce with their steak.

“ It delivers more customers, coming more often, with a higher average spend. ”

# PROFITABLE SERVICE CULTURE

SAMPLE VENUE/ POTENTIAL RETURN ON INVESTMENT (ROI)				
Sample venue/your figures can be inserted in the shaded areas below				
The following figures are based on a conservative 3% increase in sales/income				
INCOME	WEEKLY	ANNUAL	INCREASE	INCREASE
BAR SALES	\$40,000	\$2,080,000	3.00%	\$62,400
CATERING SALES	\$40,000	\$2,080,000	3.00%	\$62,400
GAMING INCOME	\$170,000	\$8,840,000	3.00%	\$265,200
POTENTIAL INCREASE IN SALES/INCOME				\$390,000
			Net	
BAR NET			35%	\$21,840
CATERING NET			10%	\$6,240
GAMING NET			40%	\$106,080
POTENTIAL INCREASE IN NET INCOME				\$134,160

\*The figures above are indicative only and to not represent guaranteed results.

# About the RTB® Service Culture Program

The Raising The Bar® (RTB) program is a 12-month service culture program designed for hospitality venues including pubs, clubs, restaurants, cafés, hotels, resorts or casinos. In fact, any business that needs to provide awesome guest service to stand out from the competition can benefit from this program.

Our program is a formulated 12-step method that is proven to build a sustainable and profitable service culture. Each step includes a workshop with action plans that are achievable and measurable. In each venue, we work with the whole team including managers, front of house and back of house. The process is challenging and results-oriented.

It's about implementation, not just ideas.

## INCLUDED IN THE PROGRAM

Discovery Session (pre-planning) with Executive Management Team

- Planning Session with Executive Management Team
- Staff and Leadership Culture Survey prior to commencement
- Member Culture Survey prior to commencement
- Monthly on-site Service Culture workshops
- Service standards development with full Leadership Team
- Recognition and rewards development with full Leadership Team
- Individual and group personality profile of full Leadership Team
- Raising The Bar (RTB) Service Culture Manuals for all team members
- Raising The Barista: The book, for all Leaders
- All materials including workbooks and handouts
- Follow up/catch up/coaching visits/action plans in between workshops
- Mystery Visitor Surveys each quarter (5)
- An awesome and profitable service culture for your business

“ It's about implementation, not just ideas. ”

# The 12-Steps to an Awesome and Profitable Service Culture

## PRE-PLANNING

We will meet with you to discuss all aspects of your 'Raising the BARista' program – from participants to team rewards, the staff environment to timetables. The Zealifi difference – actions and accountability every step of the way!

1	<p><b>LEADERS: Culture Change</b>  <i>Where is our culture now and how do we get it to where we want it to be?</i>                      The Raising the BARista program is all about culture and change so it's crucial to teach our Leaders how to manage change with the team to get the results we expect.</p>
2	<p><b>LEADERS: Personality Compass - Building an awesome team of Leaders.</b>                      This step provides valuable insight into our Leadership team and how to work with each other's strengths to deliver awesome customer service!</p>
3	<p><b>LEADERS: Performance Management - Build a team of guest service champions!</b>                      There's no longer room for staff that aren't performing. Average is no longer good enough. Manage them up or manage them out.</p>
4	<p><b>LEADERS: Team Engagement</b>  <i>If we truly engage our team, awesome customer service will be the new normal!</i>                      This step is all about learning how to engage our Team so they can't wait to come to work and deliver awesome customer service.</p>
5	<p><b>LEADERS: Communication - The number one team complaint in venues!</b>                      Let's get it right and reap the benefits that great communication brings for us and our guests!</p>
6	<p><b>LEADERS: Recruitment - Rewrite the way recruitment is taught!</b>                      Let's face it, if we recruit the right people first with the right attitude, the rest of our team AND our customers will love us for it.</p>
7	<p><b>LEADERS: Rewards and Awards - Incentives that excite and motivate</b></p>
8	<p><b>STAFF: Getting the Why - When did good service go out of style?</b>                      This step gets to the real reasons why customer service is vital and how easy it really is to be the best if we 'Get the Why'.</p>
9	<p><b>STAFF: Critical Culture Essentials - What do we want to be famous for?</b>                      It's time to rewrite the rules - what is our customer service commitment?</p>
10	<p><b>STAFF: Putting Hospitality back into Hospitality - Lets be bold not beige!</b>                      How can we put our critical culture essentials into practice every day and WOW our guests?</p>
11	<p><b>STAFF: Customer Conversion</b>  <i>Creating lasting impressions and enriched experiences for our guests.</i>                      Convert them from the 64% of customers that leave because they think we don't care. We do care, so show it!</p>
12	<p><b>STAFF: Empowerment - A genuine commitment to excellence!</b>                      Show staff how they can be a guest service champion! Empower our staff with taking ownership and fixing the problems fast!</p>

# WHAT OUR CLIENTS SAY

The club invested in the Raising the Bar (RTB) service & leadership culture program which was fantastic and also dove tailed really nicely into our monthly and annual staff rewards program. The RTB program has placed all stakeholders from directors to management to casual staff all on the same page by setting a very clear direction and developing a strong customer service and leadership culture.

“ The RTB program has also empowered the whole team to exceed expectations. ”

Personally and professionally - everyone is fully engaged not just select groups. Directors, management & departmental staff alike - were able to contribute their concerns, ideas and vulnerabilities without judgment in a very supportive environment skilfully navigated by Zealifi facilitators & customer service & team culture experts - Ian Griffin and Justin McGurgan.

The value of the RTB program was on full display and was a pivotal moment for all concerned when a lady came into the club with her special needs child. The experience was overwhelming for her son and he became quite agitated. The lady sadly told me later that it was at this point that she would normally be asked to leave a venue...which shocked me...instead three (3) of our staff played a great role in comforting the lady, settling down her son and delivered them a wonderful family lunch experience. This was the moment we defined the club's WOW and CARE factor!

It is a natural process that if your staff are motivated, engaged and empowered the benefits of revenue and other commercial benefits will automatically flow.

The Club Services Ipswich team are proud to promote the success of the program with colleagues and friends as it has such a unique flavour and delivers clear and measurable benefits.

**Greg Hurley, General Manager | CSI - Club Services Ipswich**

“The results so far have been more than significant, and there is now a measured change in how our team communicate with each other, a demonstrated capacity to entertain and a desire to ensure we are always providing the best possible experience to each other and our guests.

Thanks to the passion demonstrated by Zealifi, there has been a significant change in how we view both the role our team members play in engaging with our guests that has allowed to us to clearly recognise and see the impact that our team leaders and managers have on our culture and the success we will gain through support, reward and recognition of our team members who shine.”

**Julie Brunt A.C.C.M, Operations Manager | Club Helensvale**

When we first started with Zealifi's Raising the Bar (RTB) program we were going through club renovations and we wanted our team to be in the position to go to the next level. We didn't want to open up a brand-new club and think people would just come. Instead we wanted to take our service level to the next stage. Since participating in the Zealifi's Raising the Bar (RTB) 12 month program we have witnessed our management to be more conscious of customer and team engagement. This has increased morale and rapport between management and the team. Which has allowed the team to create memorable and authentic experiences for our customers. From a professional and presentation point of view everyone has stepped up and our customers have experienced a better standard of service which our customers are more than happy to share positive and happy feedback with us.

The program enabled us as a team to remain focused on some key issues that we had identified that may have been completely overlooked during renovations: Helping us stop the negativity throughout different departments, removed the us and them between departments plus management and staff, helped to address the insecurity staff felt with the renovations, addressed the poor culture at the time, identified the square pegs in round holes to move them on and we were able to address the cancerous culture in the dining area specifically to allow the new style of dining to succeed. All in all, we able to improve efficiency and Raise the Bar had an immediate impact for the whole team.

“ This has allowed everyone to focus on engagement and meaningful connections between each other and towards our customers. ”

We received immediate response from customers within the first three months of program as they had noticed the changes implemented straight away from all levels of the club operations. The whole management and team enjoyed the program, I really enjoyed seeing the team bond together as one. The Zealifi team were with us every step of the way, so we never felt like we lost traction or lost sight of what we were trying to achieve which was a profitable and awesome service culture at the club.

**Justin Hall, General Manager | The Lion Richlands**

“Establishing a set of culture rules has altered not only the way we communicate with each other, but has affected the way we appraise, recruit and perform each day.

Raising The Bar (RTB) has provided us with the framework to constantly challenge us in the way we do the things we do, why we do them and to then measure these in terms of 'Will any of this have an amazing impact on our guests or not?' and if not, let's go back to the drawing board.

We are currently enjoying a remarkable lift in the way our business is performing both financially and culturally and this is in no small part attributed to the extreme passion and desire that the Zealifi team has bought our club.”

**Dermot McEnroe, General Manager | BMD Northcliffe Surf Club**

# The RTB<sup>®</sup> Team

The Raising The Bar<sup>®</sup> (RTB) philosophy, book, and service culture program have been created by, and are powered by, the awesome and passionate team at ZEALIFI. Zealifi is a nationally accredited registered training organisation (RTO) and hospitality consultancy operating in Queensland and New South Wales.

## Our Philosophy

You're unlikely to ever meet quite such an experienced and diverse range of hospitality talent as the people in our team but it's not just about our qualifications and proven experience across dozens of countries and every type of venue. At Zealifi, it's about a shared passion for hospitality and for making it an industry that supports successful businesses, provides worthwhile careers and delights its many customers and clients.

Once you taste the Zealifi difference, you'll be searching our menu for more!

Our goal is not to do business with everyone who wants or needs what we have, it's to deal with people who believe what we believe.

# THE SERVICE LEADERSHIP SWEET SPOT



[www.raisingthebarista.com.au](http://www.raisingthebarista.com.au)

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A Culture of Hospitality

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