



IS YOUR BUSINESS CREATING THE 'WOW' FACTOR LIKE PLUTO?

THE VIP VENUE IMPROVEMENT JOURNEY

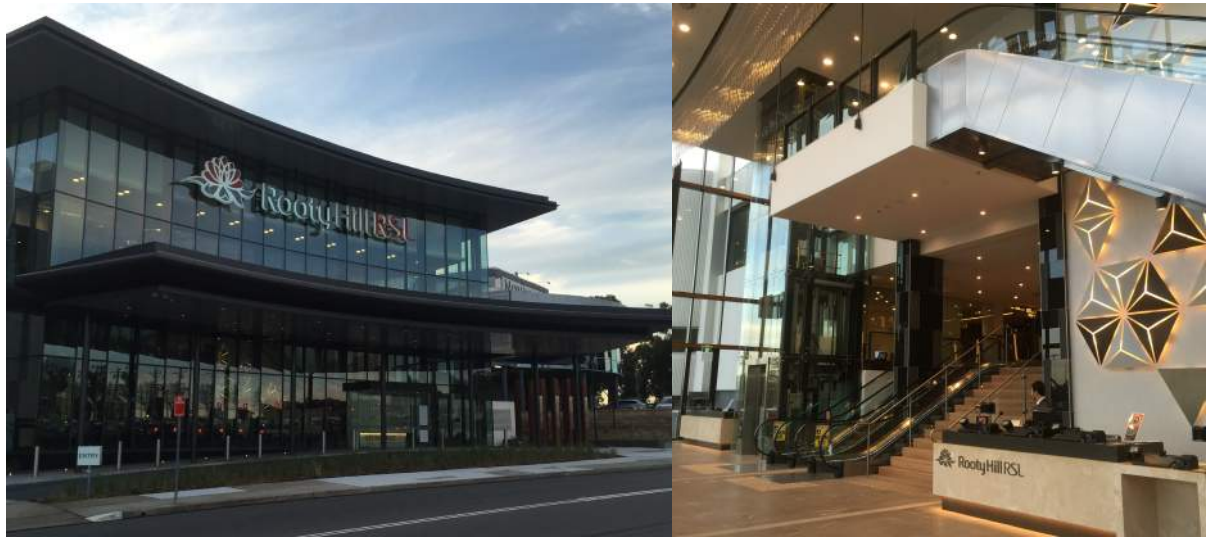
Are you as surprised and delighted to see Pluto as the changes in your venue?

The first half of 2015 has been amazing both for our clients and OOPS. The opening of Revesby Village and the amazing kids area at Revesby Workers Club has certainly shown the whole industry that diversification is truly happening, through planning and a committed team. The soon to be opened Medical centre will provide local residents a one stop shop for many of their medical needs, no longer will they have to travel outside of their area



The opening of Revesby Village and sweets from the café.

The new grand entrance at Rooty Hill RSL is an amazing transformation; honouring the past and those who have fought to give us the freedom we have today while being state of the art and providing the WOW factor.



Rooty Hills RSL

Lantern Club ran its first Barista Coffee Challenge last month, whereby I had the privilege of being one of the judges. Four finalists contested to be the 2015 Barista with the winner being Rachel whose signature coffee with a French influence can now be enjoyed by all guests at Mazi.



The Barista Coffee Challenge at the Lantern Club

Ground is being turned, renovations and/or the construction of car parks are taking place at Campbelltown Catholic Club, Club Menai, Westport (Port Macquarie), Mounties, Tradies Gynea, Wests Ashfield, Guildford Leagues and for other venues plans are with Council or at the concept stage. The ever-changing face of our venues and the facilities that they provide to members and guests is part of the continuous Venue Improvement Journey.

OARS UPDATE

For us at OOPS we have been working closely with our IT team in creating the next Version of OARS, whereby each client is able to compare and rank their venue with others (OOPS clients) by size or location, using the Core Report score, the industry average and the Recommendation and Referral score in any given period of time. Of course client confidentiality is maintained and individual scores are not shared just rankings. For more information please contact me on **0411 146 450** or ask about it when you have your next meeting with me.

THE VIP JOURNEY

June saw the launch of my second book, co-authored with Dave Staughton, in Times Square, New York on the 1st and at the Lantern Club on the 10th. Thank you to all who attended it was lovely to have your support and to hear about Scan N Delight a product from the Sydney based firm NTF Group. As all who attended received a copy of our book you are welcome to email information@oops.net.au with any feedback or questions you may have.



The VIP Principle – Discover How Guest Experiences Drive Long Term Growth (Lessons from the Gaming and Casino Industry) is a book for Managers and staff who want to WOW their VIP guests and Boost their business.

How can your business cater to all of its highest-paying guests if they are from different generations and cultures, each with their own languages and high expectations? The VIP Principle is your answer, you will learn the best strategies that we have collected over a combined 50 years to help you continuously improve your guest experience.

You will discover easy-to-implement ways to:

- Measure Guest satisfaction to find your strengths and weaknesses
- Gather competitor intelligence
- Create a workplace of high-quality values and ethics
- Develop team oriented leaders that impress your guests
- Satisfy current IP guests and identify future ones
- Prioritise improvements based on your guests' needs
- Use entertainment, dining and décor to fill your venue all year long.

The VIP Principle is a sure bet to keep you best guests coming back – and bringing their friends.

We have received very positive feedback that the 8 chapters are easy to read, informative, thought provoking and an excellent resource for the industry. Many of our clients are giving each of their management team a copy as well as providing a copy with each Superior Customer Service Award to their staff.

We have also created a website www.thevip.com with blogs, photos, stories that will continually be updated with industry trends both here and overseas. Book orders can be made on the website or you can download a copy on Kindle, Amazon or iBooks.







CONFERENCES AND TRAVEL

In May I attended the Asian Gaming conference in Macau for the first time and met some very talented and interesting people from local casinos as well as those from further afield. The conference was very thought provoking and informative. On my journey home I stopped off at Manila staying at the City of Dreams and visiting Solaire Resort, meeting the Australian architect of their night clubs who gave me a behind the scenes tour of the Private Rooms used exclusively by their VIP top tier guests. The furnishings and accessories were extravagant and unusual. I will be sharing photos on www.thevip.com.

I am looking forward to facilitating a panel discussion as well as present a 90 minute workshop at this years RSL & SCA Annual conference being held at the Hyatt Hotel, Canberra in August. If you are attending I look forward to seeing you there.

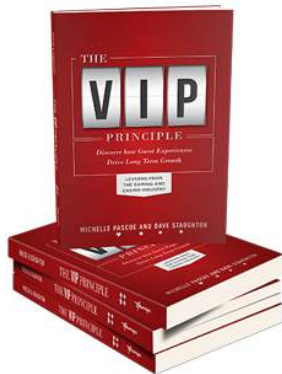
In October I am off to KL to attend the Qualitative 360 APAC conference where research experts from Unilver, Levi's, Nestle, Danone, Heniz, to name a few will be presenting on how research (Mystery Shopping, Focus Groups and Surveys) assists them in growing their businesses. A great learning opportunity.

WHAT WE DO... AND WHAT CAN WE DO FOR YOU

Our expertise and experience is with hospitality venues of all sizes and types worldwide. We work with management to get the best out of your team and help you to create the optimal guest experience.

Working with your management, we help your staff to achieve goals, analyse their values and map their self-improvement journey in order to become VIP Leaders. This includes ongoing personal coaching after completion of the programme that keeps the process on track and moving forward.

To learn more please contact me on **0411 146 450** or michelle@oops.net.au



Let your VIP JOURNEY begin

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