

# **Katella Deli & Bakery**

## **WOW Program**

## **HOW TO WOW ONE HOTEL**

### **Get the names of every employee that CAN send you business.**

Know everyone, not just 2 or 3 people. Once you get all of the names of the possible people that can refer us business, start developing a relationship with all of these people. Keep all of the possible concierge names on the tracking sheet to see “whom you need to meet”.

### **Don't visit hotels the same day every week.**

If you do your hotel visits the same day every week, you will miss all of the employees that don't work that day. Change up the days you visit your hotels.

### **Treat one hotel like they are the only hotel.**

Just as we strive to make every guest feel like they are one of kind, we make each hotel feel like they are one of kind. Even when you are managing seven hotels, make each one feel special. This makes us top of mind when a VIP says, “Where can we have a phenomenal dinner tonight?”

### **Keep your promises.**

When embarking on the WOW program, we made a lot of promises. It's easy to make a promise, it is following through and commitment that allows us to keep our promises. When you say you guarantee reservations, do just that. Best seat in the house – make it happen. Do what you promised you would do, and you'll see great success.

### **Communicate.**

Don't let the front desk hear about an issue from the guest. As managers, if anything occurred that could mar the guest experience, tell the concierge first – and then tell them how you will keep it from happening ever again. Make sure that you are always showing the concierge that you really care about their guest.

### **WOW the Concierge.**

When they come in with their referral certificates, let them see what you are doing for their guests and give them a VIP experience as well.

### **Give Credit where credit is due.**

If you have executed the WOW, than the guests know it was all really the Concierge that made the experience happen. When the concierge knows you will provide that to each one of their guests, they will send you every guest. Other concierge at the desk will hear guest praises and then they will send you every guest. The bellboy will hear people talking about it and he'll recommend you. Soon, everyone from the valet to the chef concierge will know about your restaurant, and your sales will reflect it!

# WOW PROGRAM GUIDELINES

## **GENERAL MANAGER'S ROLE**

- All employees must know that it will be a team effort working to WOW our Guests. All employees must help service WOW tables when asked. The GM and the manager on duty are ultimately responsible for ensuring great service at these important WOW tables.
- CONCIERGES RESERVATIONS ARE ACCEPTED AT ALL TIMES... GUARANTEED! This is the single most important thing you can do for the concierge; get them a great table at 8 pm on Saturday night and they'll be good to you on those slow Monday nights.
- Designated table (VIP Table) must be determined for all concierge Guests. All employees must about these important tables.
- Designated WOW tables must be your best tables and we have personalized menus for all WOW reservations.
- Only the best servers can be assigned to a concierge's table. NO NEW EMPLOYEES. Certified trainers are recommended.
- WOW Culture dictates that all employees know it takes team effort to WOW these guests. All employees must help service this table whenever possible and always when asked.
- Immediately after the server does the 1st approach, they will give the MOD the VIP card. The manager will do a table visit before the drink even hits the table to welcome the guest, thank them for coming and mention the concierges' name. This will set the tone for the entire dining experience.
- THE "WOW" SEND KEY WILL BE USED ON ALL CONCIERGE TABLES FOR KITCHEN IDENTIFICATION. Servers must use this key – no exceptions or excuses! Managers need to audit this throughout the shift
- A manager must personally track the progress of this table. They must know when the appetizer and the entrée order have been sent to the kitchen. Check for correct silverware in place, beverages full and table pre-bussed correctly.
- Chef will notify the manager on duty when the WOW table's food is ready. All available servers MUST assist in running and serving food to the WOW table. WOW TABLES SHOULD HAVE SYNCHRONIZED ENTRÉE DELIVERY! Managers will follow servers out of the kitchen ensuring food delivery is correct.
- The manager must perform the entrée check and address the Guest by name when doing so.
- Managers and Hosts must be aware if the WOW Guest arrived by hotel shuttle so a call for a pick up may be made while as the Guest orders dessert. It is crucial that the Guest is not left waiting for a ride back to their hotel.

# WOW PROGRAM GUIDELINES

## **CHEF'S ROLE**

• The Chef or Kitchen Manager on duty must be knowledgeable in all WOW reservations! Managers must have the following information:

*o Reservation Time*

*o Server Name*

*o WOW Guests' Name*

*o Table #*

*o Concierge name*

• All concierge's reservation times and party sizes must be discussed at pre-shift. Times should be posted so all cooks are ready.

• These special tables **MUST BE MONITORED BY THE MOST SR. MANAGER!**

• All referred guest tables will be sent in with the new "WOW" send key. This key alerts the kitchen and management to the WOW tables order. **WATCH THIS TABLE!**

• When a referred Guest's food is ready notify the most senior front manager. All available servers must be ready to run this table's food. **THIS MUST BE A SYNCHRONIZED FOOD DROP TABLE.**

• At any point between entrees being dropped and the guest's departure, the chef **MUST** go out to visit the Guest welcoming them by name and making sure "all food was cooked to perfection".

• **DO NOT** enter the dining room in anything less than a pristine uniform including chef coat, pants and hat!

## **WOW PROGRAM GUIDELINES**

### **SERVER'S ROLE**

- If a referred Guest has been assigned to you, Congratulations! Management considers you to be among the best. Remember it takes a team to effectively WOW your Guest. Talk to your neighboring servers and let them know the times that you will need their help.
- If this Guest sat at the bar or lounge area first they may have a bar tab that has been transferred. Make sure you receive it and remember to take care of the bartender on that percentage of the tab. Remember; it takes a team to provide that WOW experience.
- A manager will be tracking the progress of your table so keep them informed. After the 1st Approach, IMMEDIATELY give the VIP card to the manager on duty.
- After the WOW Guest has ordered make sure any personalized menus are brought back to the host desk and are not put in general circulation. The host will roll and tie the menus, and it is your responsibility to drop the menus back to the guest when you drop the check.
- When sending a WOW Guest's check to the kitchen for every course you must use the WOW key without exception. This key alerts the kitchen and management to the WOW tables order.
- When food is run to this table it must be in a "synchronized drop". This means that the food runners each take two plates and the food for the entire table is put down in one drop.
- Assist Guests with their coats if they have them.
- Offer your WOW Guests a sincere and gracious good bye. When possible accompany them to the door.
- Do everything right and don't be surprised if this Guest (or maybe even the concierge) asks for you by name on their next visit.

## **WOW PROGRAM GUIDELINES**

### **BARTENDER'S ROLE**

- It is always possible that a “referred Guest” may want to wait at your bar for the rest of a party to arrive or just to have a drink. For this reason it is very important that you get the full name of this Guest from your host. Even if the Guest just walks past your bar you need to wave and greet them by name.
- Bartenders often assist the host stand in answering the phones. It is important all Front of the House staff know that we guarantee hotels reservations 365 days a year. We do not say no.
- When a referred Guest sits at your bar you **MUST** introduce yourself, welcome them **BY NAME** and shake their hand.
- They have a designated table ready for them. Know this table number and do not ask them to clear their tab, transfer it directly to their table.
- **KNOW ALL THE CONCIERGE'S RESERVATION TABLES** on your shift every night.

# WOW PROGRAM GUIDELINES

## HOST'S ROLE

- Remember a host provides a first impression whether it is passing a concierge reservation off to a manager or welcoming our WOW Guests. It is important that you portray graciousness at all times!
- When a concierge calls to make a reservation for their Guest, never put them on hold; write down the concierge's FULL Name and correct hotel and ask for the correct spelling of their guest's name. We always guarantee hotel referrals, 365 days a year.
- WOW GUESTS NEVER WAIT FOR A TABLE. Ensure that a WOW table will be available at the time the Guest is scheduled to arrive. There is never a wait for any concierge's guests.
- Fill out a VIP Card in ink, clearly written, no scratch outs with:
  - *Guest's name*
  - *Time of reservation*
  - *Table where they will be seated*
  - *Hotel referring the Guest*
  - *Concierge's first and last name*
- Menus should be printed before the dinner shift by the AM hosts and immediately after the reservation is taken once the shift begins.
- It is the host's job to inform the manager 5 minutes prior to the WOW reservation to allow them time to plan for the seating.
- When the WOW Guest arrives greet them with "Hello Mr/Mrs (Guest's name), we've been expecting you, Tom (concierge's name) your concierge at the (hotel name) has asked us to reserve his favorite table for you, right this way please."
- As you seat the WOW Guest make sure you have the correct personalized menus as there may be several WOW reservations booked.
- As always, when you seat your Guest, wait until they are seated and then hand them each their PERSONALIZED menus. NEVER just place a menu on the table for ANY Guest.
- If a referred Guest decides that they want to sit at the bar first make sure that the bartender knows the WOW Guest's name BEFORE they are seated at the bar.
- When the server returns the personalized menus to the host desk, they should be rolled up, name facing outwards and tied with a ribbon. The Server will retrieve them when they are ready to present the check and deliver the menus to the guest at that time.
- It is the Hosts' job to be aware when the Guest is preparing to leave. Inform the manager on duty so they may greet the Guest personally as they leave. As the WOW Guest prepares to depart hold the door open as they leave and offer them a sincere thank you and good bye BY NAME.

## **WOW CHECKS S.I.P. – MANAGER’S RESPONSIBILITY**

- Building Sales – We accomplish that by selling a great product and giving great service and we measure our sales building by keeping track of every dollar that comes in and goes out.
- Keeping track of WOW sales is as important as keeping track of your daily sales and all managers are responsible for taking care of this on their shift.
- When the WOW table is seated and after the server does the first approach, they will find the MOD and hand them the VIP card. This lets the manager know it is time to greet the table. You must hold onto that VIP card for the remainder of the guest’s visit. When the server is ready to present the check, they will print an extra copy and give it to you.
- You will take the corresponding VIP card and staple it to the top left hand side of the check, written information facing to the right. The information on the right hand side of the check should be visible for the person that will be doing the tracking.
- Make sure the VIP card is written clearly and the concierge name is also on it.
- There is a designated place in the office where all of the WOW checks are placed each day. If you have a VIP card and no check, you need to reprint the check and attach the card. There should never be a VIP card in the box without a check attached.



## **A SIMPLY GREAT EXPERIENCE**

**Thank You**—We are extremely grateful for your referrals of our restaurant over the years. Our status among the area's premier dining establishments is enhanced with support from partners like you.

**Our WOW program** creates benefits for our restaurant, your guests and you. When you call and make a reservation for your guests, they will be treated to a VIP experience, and you will earn their gratitude and complimentary dining cards.

### **FOR YOUR GUESTS**

- We will reserve the best available table with a VIP place card, a fresh flower or candle and a personalized menu, guaranteeing an extraordinary dining experience.
- Your guests will receive exemplary service from only our best servers and dining room managers. We will give you credit for providing the special, personalized touches that we have become famous for.

### **FOR YOU**

- Our goal is to generate long-term, loyal customers for our restaurant and your hotel.
- For every five referrals, we'll reward you with a \$25 Katella Restaurant gift card. *We are so grateful for our relationship with you, and we look forward to a continued mutually beneficial partnership.*

## **CONCIERGE INFORMATION SHEET**

**Full Name**

**Home Address\_**

**City**

**State**

**Zip**

**Birthday**

**Anniversary**

**Hotel/Business**

**Business Address**

**City**

**State**

**Zip**

**Business Phone**

**Business Fax**

**Sign Up Date**

**Katella Deli, Bakery & Restaurant  
4470 Katella Ave, Los Alamitos, CA 90720  
(562) 594-8611**