

Case Study: The Epping Club

the challenge

The Epping Club is an establishment that focuses on exemplary customer service for each visitor. The CEO - Peter Saez - has a personal philosophy of "Nothing is a problem it's always an opportunity," and it is this philosophy that has led the Epping Club to win numerous awards. The challenge has been to translate this 5 star vision into every employee to ensure the ongoing success of the club.

the solution

In support of the Epping Club's 5 star vision, all employees were required to view the customer service DVD 'Give 'Em the Pickle' presented by Bob Farrell as part of their induction. The premise of the DVD is to look beyond the boundaries of the business and give customers what they ask for. The DVD was specifically used by the Club to encourage employees to identify 'pickles' (customer service innovations) that they could provide to customers in their area of operation.

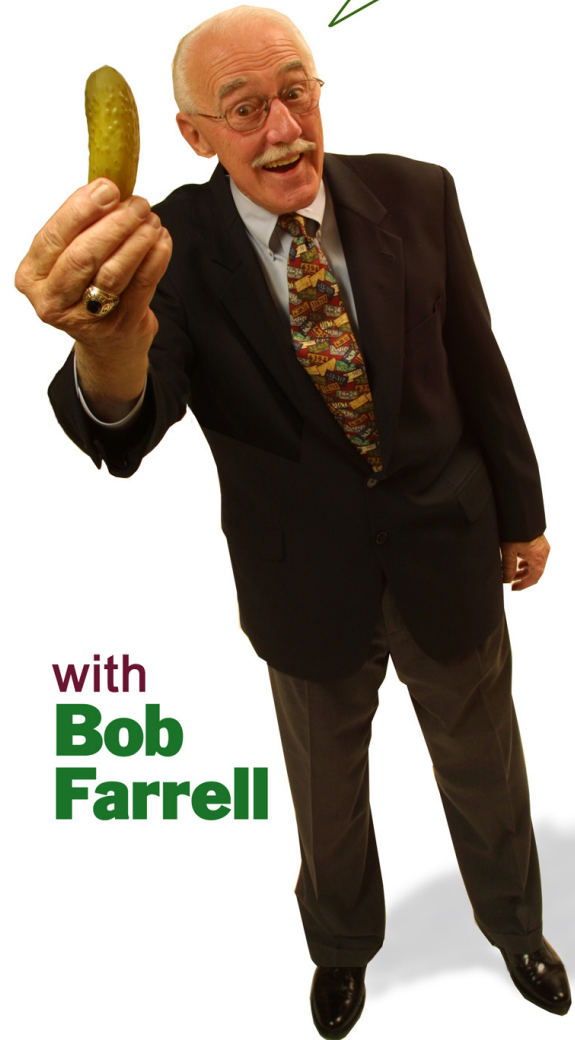
This gave employees the opportunity to own improvements in customer service and implement the ideas and improvements that they developed.



the results

The 'Give 'Em the Pickle' DVD in combination with face-to-face customer service workshops helped to keep the 5-star vision of the club alive.

To measure results, they used "mystery shopper reports," where mystery shoppers visited their club posing as ordinary customers and then reported on their experience by filling out report cards. Through this and the customer service training, the customer service percentages improved from an average of 70% to an average of 88%. Now, each new employee is inducted with the 'Give 'Em the Pickle' DVD to ensure the ongoing success of the club.



with
**Bob
Farrell**

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