

# TIPS & TRICKS

# outrate

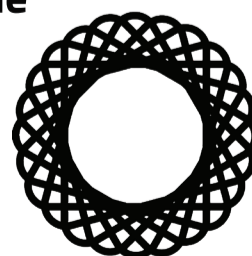
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- 1** Customer feedback is essential to the long-term success of your business.
- 2** Important: all data – whether positive or negative – is extremely beneficial. The more data you have the more accurate picture you have of your business.
- 3** Rally your team! They are your most valuable brand ambassadors!
- 4** Your staff members are your brand's most valuable asset. They take pride in their work and are the 'front line' for providing customer service.
- 5** Encourage and incentivise your staff (eg through a bar tab or iTunes gift voucher). Run a staff competition rewarding the staff member:
  - Who best promoted Outrate and encouraged customers to vote.
  - Who came up with the most innovative way to encourage visitors to vote
- 6** The more your staff members actively participate in promoting your business and encouraging customers to vote, the higher chance you have of winning.
- 7** Go to [OutinCanberra.com.au/outrate](http://OutinCanberra.com.au/outrate) and download posters, flyers and other materials to promote your business.
- 8** Be sure to include Outrate touch points through collateral around the your venue, in places visible to both staff and patrons.
- 9** Print a message on every receipt or ticket presented to your customers encouraging them to vote for you!

## Use your networks!

- Electronic newsletters
- Social media
- Website
- Traditional print & electronic media

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