



## **THE STRATEGIC VISION of THE PURPLE DOG DEFIANCE, LLC**

### **(Our Perfect Customer Experience)**

**STRATEGIC:** Carefully designed planning to achieve an overall, long-term goal

**VISION:** To create a picture of the future with imagination and wisdom that you can see in your mind.

### **Who We Should Serve Best**

The type of customer that we should serve best is just like Stephanie. She lives about 10 miles from our facility and dearly loves her dogs Oscar and BeBe. In fact, she loves them so much that she considers them part of her family! And because Stephanie is a conscientious owner, she is willing to be picky regarding who helps her take care of them.

Our best customers, like Stephanie, are willing to be educated, and really want two main things from us: 1) Peace of Mind and 2) Shockingly Great Service.

### **Peace of Mind**

When we say “peace of mind” that means something very specific. Peace of mind means the ability to relax - to really relax. Our customers want to know that their dog is in the best hands, getting the best treatment, and having a blast. They want to know that as a dog owner they are doing the best they can for their pup and it matters. It means knowing they can trust us.

In building that trust, we really get to know our customers and their pets. We know what they do and what they like. We congratulate them on personal and professional victories, and we care about their setbacks.

In getting to know customers like Stephanie on this level, we can better anticipate their needs and be ready to serve those needs...even before they ask. We can also recommend care



and services for Oscar and BeBe that Stephanie might not be aware of. This keeps her pets in peak health and happiness. We are their concierge!

The other aspect of peace of mind is that we listen - carefully and actively. And we answer questions with professionalism and courtesy. We take our customer's concerns to heart, and want to let them know that we are interested in understanding and solving those concerns more than looking good. If something can be made better, we're on it!

Outstanding service can sound like a marketing term but at our facility we really mean it. The Stephanie's of the world have a certain expectation - thoughts about how things should go, and the results they really want to see. And it's our job to deliver consistently and professionally.

## **How We Serve Them Best**

Now let's talk service. This means that our customer's dog is happy. They think to themselves, "My dog is having as good a time or better than I am!!" Our goal is to have everything our customers need. But it doesn't end there. Having options available is good, but it only becomes excellent when the way those services are provided and priced, exceeds expectations.

In doing that, we must have excellent service, products, and professionals. But we also have to have a culture that inspires everyone to think ahead, and to consider what might be important to any particular client. Perhaps it's just a reassuring phone call or an unexpected gift at checkout...whatever it is, it's found by paying attention to our customers' needs and acting in meaningful ways.

## **Stephanie's Vacation**

It wasn't too long ago that Stephanie and several of her friends decided to go on a vacation to Cancun. Stephanie had been there as a college student but always wanted to go back. But the busyness of life had always gotten in the way. Now, she decided it was finally time!

As she was happily planning her dream vacation, choosing the right hotels, organizing the activities, deciding which restaurants, she was suddenly struck with an overwhelming feeling of guilt.



Why?! She was supposed to be excited and happy - but suddenly that all seemed to disappear. It was the thought of her dogs. Would they have as good a time as Stephanie? Would they be happy and well cared for? What kind of owner would she be if she left this to chance?

At this point Stephanie had not yet become our customer and just tried to make do with what she could find in the way of dog care. She was not very happy. And with this trip in the planning stages, she promised herself that this time would be different – very different.

## **How She Found Us**

Stephanie found us through our state of the art customer care system. We pride ourselves with being in communication with our customers. And it turns out that a twice per month communication is just what our customers want. Our automated system helps keep them up on events and specials, in addition to the facts of their dog's most recent visits and other educational information they want to know.

In our system, we will occasionally send out a request for referrals where we offer a great discount on the services our customers most use and value. In fact, we send them an email perfectly designed so that they can just forward it to a few friends while they are thinking about it. We found that if a referral system is not easy and convenient, it will likely not work. And since referrals are the #1 way we grow, we had to get this right.

Our customers' friends get a great looking email, and if the friend uses the offer, the referring customer gets a discount as well. Customers with the most referrals get special end of year rewards and accolades. We call it the "Top Dog Contest" where our top 10 referring clients of the year get priority booking and discounts off services. Yes, they love it!

That's how we first met Stephanie. Her neighbor had been a long time customer of ours and upon getting the email, she forwarded it to Stephanie.

That email took Stephanie to a special, private web page that told the story, our story, a short version of this strategic vision, of how we do what we do. As Stephanie read the page and saw the heartwarming images, she thought to herself, "This is exactly what I need for Oscar and BeBe - loving & fun boarding...cared for by a well trained staff of experts...now how do I get started?"

The web page, anticipating her desire, ended with a specific call to action and a complimentary article of interest to Stephanie regarding safe dog play.



She was so excited about the expertise and professionalism that she used the page to register for a free tour. And shortly thereafter she got a call from us to confirm and to gather a few more details - making sure she knew what the visit would be like and how to find us easily.

## **Lifelong Relationships**

As you can see, we want to start the relationship on the right footing, so that long term trust can be established. Our best customers become a part of our family, and we become a part of theirs. We're not just another stop on the to-do list. We care and we know them and their dogs, and they value us for that. We want them to continue being customers through generations of family dogs – customers for life is our goal.

Because Stephanie's travel plans were coming up soon, she needed to take the tour soon. On the day of her appointment, she pulled up in the parking lot, and we were ready.

## **The Tour**

Stephanie arrived somewhat anxiously, but soon was put at ease by the view of dogs playing happily with no signs of stress. As she arrived at the office, Stephanie was greeted like family by a staff member in the lobby. She was welcomed with a smile and offered a refreshing beverage while she waited for the tour to begin. She even thought to herself about how great the place smelled due to our air freshener that creates a uniquely clean, fresh smell that doesn't smell "like dogs." In fact she said, "Oh wow! It doesn't smell like animals are here!"

The receptionist arrived right on time, and spent a few minutes getting to know Stephanie and hearing about her dogs. Stephanie was also introduced to a few other prospective clients, and they were off. They began in the Dog Lover's Boutique to hear the history of our facility and why we do what we do.

Our boarding enclosures look and smell clean, and our building is in excellent shape. Stephanie can tell by the condition of the rooms, walls, floors, and the play areas that her dogs will be safe and secure. It's clear that we pay attention to detail!

After visiting each area of the facility, Stephanie was very impressed with the cleanliness and professionalism we showed. Her smile told us that she was thinking in the back of her mind, "This is THE place!" She then scheduled temperament evaluations for Oscar and BeBe.



The day before Oscar & BeBe's stay, she automatically received an email that gave her a breakdown of what to expect on that first day, service explanations, costs, and policies. These are written in plain language so that everyone can easily understand them. Stephanie really liked this upfront, clear information about costs and services.

And the bond of trust took another step forward.

## **Their Trial Day**

Our front desk associate graciously walked outside to meet Stephanie and the boys. Well, since Oscar and BeBe had been cooped up for some time, they were a real handful getting out of the SUV. Much to Stephanie's relief, we helped guide both dogs inside where they were greeted by our staff. Stephanie got to walk in peaceably and felt a weight lift off her shoulders. "Wow" she thought, "this is great!"

She and the staff member went over again what the day would entail and confirmed any grooming wishes or special requests Stephanie had. She left for work excited about what the day would bring. Back at the office, she was so curious, and called to check in just to make sure they were okay. Our canine concierge checked on the pups and came back to the phone with a quick report that all was well and that we looked forward to seeing her this afternoon. In fact, just about 3hrs later, she got an email with a photo of her dogs happily playing! "Unbelievable!" she thought to herself.

When Stephanie came back to pick up the dogs that afternoon, she was greeted by our canine concierge and asked about her day. She already felt like she was getting to know us, and so far, she really liked everyone she had come into contact with.

At this point we presented Stephanie with her personalized welcome binder (which includes the pricing, policies, services, and other useful information). These binders look great with our logo and colors and have easy to use tabs so that the customer can easily find what they need. This binder also has a list of questions that got Stephanie thinking about diet and behavior.

Our staff gave her a total rundown of Oscar & BeBe's day. Stephanie and the associate opened to the first page of the welcome binder where a list of recommendations were provided based on the information gathered from Stephanie's online responses, as well as a report card for Stephanie to take home. We noticed during the day that BeBe was jumping on the staff quite a bit, and suggested that if Stephanie would like, we could work on that while she was on her



vacation. “Wow,” thought Stephanie. “I wish I could come back to an Oscar who doesn’t jump on strangers!” Of course that would be okay with her!

She was offered specific, custom fitting package full of the services most needed by her dogs. She enthusiastically said, “Yes” and the arrangements were made for Oscar and BeBe to spend their vacation with us!

Two days later, Stephanie received a thank you note in the mail, thanking her for being a new client and for the opportunity to get to know Oscar & BeBe. They even mentioned how sweet both dogs were, and noticed how BeBe likes his belly rubs. She couldn’t believe how thoughtful we were, and how genuinely we seemed to care for her pups.

## **Stephanie’s Time to Travel**

Well, the big day finally came and Stephanie dropped off her dogs, said a heartfelt goodbye and was reassured by our staff that the dogs would be fine, happy, and well taken care of. With a few tears and some smiles, Stephanie drove off towards the airport.

On her way, Stephanie got really excited about her adventure ahead. She was also thinking how amazing Oscar & Bebe’s vacation was going to be too! She took a deep breath and let out a sigh of relief. Now off to the vacation in peace! When she arrived, she had already received an email from us with happy pictures of her pups!

## **Our Services**

Much like Stephanie’s experience on vacation, our daycare customers get the same quality care and services too!

All owners can give us a simple phone call to get a quick but thorough report on the status of their pup. Depending on the time of year, we have special seasonal treats, treatments, and services that make it a wonderful experience for everyone. But what’s so unique is that we don’t make our customer’s choose from a huge list of options...we take into consideration the dog’s age, breed, gender, and activity level and then build a custom plan to suit.

One of our services that many don’t expect, but truly value, is the great education we give our customers. We help them understand the healthy food choices which we can offer, good nutrition, the best toys, and treats. We help them become better owners and feel great about how well they can take care of their dogs.



In fact, after Stephanie returned from her vacation to pick up her happy, healthy, tired dogs, she was hooked. Oscar even sat for her to put his leash on! BeBe couldn't stop wagging his tail, and was insistent on saying goodbye to every staffer on his way out. Stephanie is now part of our family, and we are part of hers. As a regular day care customer, she now takes advantage of many of our services each week.

## **The Benefits Just Keep On Coming**

In line with our desire to provide the “above and beyond” experience for Stephanie, a few days after her first training appointment, we followed up with a call. In this call, we want to hear first-hand how her experience is going and if there's anything we can do better.

This call data is recorded in our customer system so that we can follow up as needed. We also let her know to look for our member's email and what it will contain (offers, discounts, and education). And she gladly posts a glowing review of our services online.

A few months into this new relationship, she is informed about our other services and incentivized to try it out. With our combination discount (a discount for multiple services) she decides to try it out. Of course, she loves it!

We want to make sure every need is handled and anticipated with excellence and professionalism in a systematic way that builds a long term relationship.

## **Our Team**

To serve our best customers in this way, our team has to be the best. Our staff is upbeat and happy, professionally dressed, and knows what's expected of them. We are all doing continuing education to keep our skill set fresh and up to date.

We all use the proper terminology for our services and are well versed in communicating them with prospects and customers alike. In fact every job function is documented and fully systemized. There's a special “way” we do everything. And we reward our employees for the great work they do. We all take ownership of our responsibilities and feel great about knowing that our efforts are rewarded.



## **Why We Do It**

Bruce and Otis are our 4 legged family members. We love these guys so much, and whenever we had to be away from them it was difficult to find a place that cared for them like we care for them. There was always a worry in the back of our minds. Were they OK? Were they comfortable? Were they having a good time? If we were experiencing these challenges we figured other dogs owners were too and we were moved to create such a place.

We want pet owners to feel good about taking care of their 4 legged family members. The services we provide for them goes far beyond just taking care of their animals. It involves developing a meaningful purpose filled relationship with each and every one of them, a relationship that will grow and prosper through many generations of pet ownership. It's so great to be able to educate pet owners and share the knowledge we have, in order for them to make better decisions for their pet(s) on a daily basis. We truly want their pet(s) to be healthier and live longer happier lives.

Nothing makes us happier that to hear a pet owner say; "When my dog knows he's going to day care he/she gets so excited!!" That to us is true success!!

## **We Are Their Companions**

We believe our customers' dogs are family members. No, not in a ridiculous way, but in a humane way - we should view them as deserving of respect and loving care.

Our goal is to improve the lives of dogs and their owners in all situations. Dogs are full of unconditional love. And it's our duty to give some of that back.

When you see in a customer's eyes the look they get when they really understand that we care about their dogs just the way they do - when they really know that it's true – well that's a feeling that's hard to describe. It's overwhelming, it's heartwarming. It's the combination of immense trust and honorable service that makes us so proud of what we do. And it drives us to constantly be looking for ways to improve.

And that's why we do it. This is our story and this is our Strategic Vision!