



## **Better** than a Mission Statement

### **Our Strategic Vision**

Almost every business has a mission statement. Unfortunately, once those mission statements are created and shared, they are almost always forgotten, and have little if anything to do with everyone's day-to-day work.

Thankfully, this isn't a "mission statement." It's a strategic vision – meaning it can actually be followed into the future. The main difference is that we can all relate to it and act on it with our daily work. It's designed to let us all know how we fit into Barkaritaville Pet Resort's story in meaningful ways. It will be used on a regular basis – by everyone – as a guide for who we serve best, how we serve them best, and why it is truly worthwhile to work here.

Probably the most important part of this is the fact that all of us must clearly understand not just our work, but exactly how that has an impact on our customer's lives. We have to know how our actions will improve the happiness and quality of life of our customers and their pets. Not only do we need to know it, we need to communicate it with our actions.

We're excited about this vision and we hope you will be too. Thanks for taking the time to read it, and we hope you find your place in it.





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

The type of customer that we should serve best is just like Charlotte and her husband, Phil. They live a few miles from our resort and dearly love their dogs, Bo and Rocky. In fact, they love them so much that they consider them part of their family! And because the McCormick's are conscientious owners, they are willing to be picky regarding who helps to take care of them.

Our best customers, like the McCormick's, are willing to be educated, and really want two main things from us: 1) Peace of Mind and 2) Outstanding 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 while their away. They want to know that as a dog owner they are doing the best they can for their dog 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 Charlotte and Phil on this level, we can better anticipate their needs and be ready to serve those needs...even before they ask. We can recommend care and services for Bo and Rocky that Charlotte and Phil might not be aware of. This keeps their pets in peak health and happiness.

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

Outstanding service can sound like a marketing term but at Barkaritaville Pet Resort we really mean it. The McCormick'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" while they are here. 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 not only have to have excellent service, products, and a team of professionals but also 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 picture at checkout...whatever it is, it's found by paying attention to our customers' needs and acting in meaningful ways.



### **Charlotte and Phil's European Vacation**

It wasn't too long ago that Charlotte and Phil decided to go on a vacation to Europe. Charlotte had been there as a college student but always wanted to go back. But the business of life had always gotten in the way. Now, she decided it was finally time. Ciao!

As they were happily planning their dream vacation, 3 weeks in Europe, choosing the right hotels, organizing the activities, deciding which restaurants, Charlotte 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 their dogs. Would they have as good a time as Charlotte and Phil? Would they be happy and well cared for? What kind of owner would she be if she left this to chance?

At this point the McCormick's had not yet come to be a customer at Barkaritaville Pet Resort and just tried to make do with what they could find in the way of dog care. They were not very happy. As a matter of fact, they used to have 3 dogs until one was killed



at another kennel facility. It had devastated their entire household so much so that they had been afraid to go on vacations because they had such mistrust in the animal care industry. And with this trip in the planning stages, she promised herself that this time would be different - very different.

### **How She Found Us**

Charlotte and Phil had close friends that also had dogs and cats. They watched as their friends took trip after trip and their pets always came back happy and healthy! Charlotte approached her friend with her dilemma. She asked her good friend who they had found to take care of the family pets while away.

Her friend sat her down at the family dinner table over a cup of coffee. She explained that she had been using Barkaritaville Pet Resort since they opened. Charlotte again shared her experiences with kennels and was rightfully very concerned. Her friend listened intently with compassion and sorrow.

With Charlotte in tow, her friend went to the computer and pulled up Barkaritaville Pet Resort's website. She went into detail what the resort has to offer and even showed her online pictures of the different dogs and cats during their respective playtimes. She explained that she knew the staff and owner personally for years and trusted Barkaritaville Pet Resort with her family members. She told Charlotte to call us but she had better hurry as our resort books up quickly!



That's how we first met Charlotte and Phil McCormick. Charlotte called us that day and asked us a ton of questions. We listened to her story and it brought tears to our eyes. We invited her to come out to take a tour anytime during business hours...she didn't need an appointment nor did she have to call ahead of time. She was so relieved to hear that because other places required appointments and she shared that she always was concerned that they were "staging" their tours.

She was so excited about the expertise and professionalism that she shared her experience with Phil. They talked and decided when they would come for their "unannounced tour".



### **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 (their life) is our goal. Because Charlotte and Phil's travel plans were coming up soon, they needed to take the tour soon. On the day they decided to tour (which was the very next day), they pulled up in the parking lot, and we were ready.

### **The Tour**

Charlotte and Phil arrived anxiously, but soon were put at ease by the view of dogs playing all around. Charlotte and Phil were greeted like family by a staff member in the lobby. They were welcomed with a smile and a gentle touch. They even commented to us about how great the place smelled, that it doesn't smell like animals. In fact Charlotte said, "Oh wow! It doesn't smell like animals are here!"



Liz spent a few minutes getting to know Charlotte and Phil and hearing about their dogs. It wasn't long before Kelsea arrived up front to take them on their tour. They began with hearing the history of Barkaritaville Pet Resort and why we do what we do. They heard about how Laina became the owner of Barkaritaville Pet Resort. They heard about how she had been in the veterinary industry for thirteen years prior to opening the resort and how she has incorporated that knowledge and experience into our resort.

Our cabanas look and smell clean, and our building is in excellent shape. Each of our cabana's with patio have a spacious outside patio with antimicrobial pet grass for sunning. Not your typical Corpus kennel! Charlotte and Phil could tell by the condition of the building and the play areas that their dogs will be safe and secure.

After visiting each area of the facility, Charlotte and Phil were very impressed with the cleanliness and professionalism we showed. And they were thinking in the back of their minds, "This is THE place!"

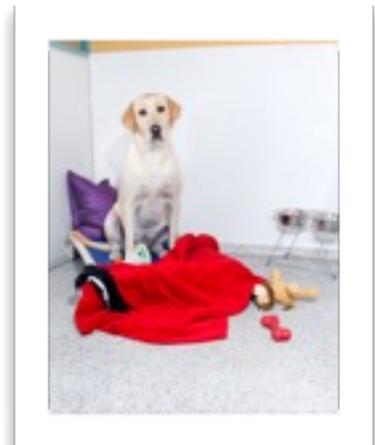


We answered all of their questions and gave them a schedule of fees along with all of our requirements. They were really impressed that the owners actually live onsite as they really felt safe about that. They made a "trial weekend" reservation that day to give the boys an opportunity to see how THEY would like the facility.

### **Their First Day Stay**

A Barkaritaville employee graciously walked outside to meet Charlotte and Phil and the boys. Well, since Bo and Rocky had been cooped up for some time, they were a real handful getting out of the SUV. Much to Charlotte and Phil's relief, the staff member helped guide both dogs inside where they were greeted by our staff. Charlotte got to walk in peaceably and felt a weight lift off her shoulders. "Wow" she thought, "this is great!"

Charlotte, Phil and the staff member went over again what the day would entail and confirmed any grooming wishes or special requests they had. They left for their weekend stay looking very happy and content. Once they arrived at their hotel, Charlotte was so curious that she called to check in just to make sure they were okay. Our staff member gave a quick report that all was well and that we looked forward to seeing her in a couple of days. In fact, just about 3hrs later, she got an email with a photo of her dogs happily playing! "Unbelievable!" she thought to herself.



When Charlotte and Phil came back to pick up the dogs that Sunday, they were greeted by our staff, and asked about their weekend away. They already felt like they were getting to know Barkaritaville, and so far, they really liked everyone they had come into contact with.

Our staff gave them a warm greeting and a total rundown of Bo and Rocky's stay. Charlotte and Phil were told that for their upcoming trip, their kids might really enjoy our VIP Package and a go home bath. Charlotte enthusiastically said, "Yes" and the arrangements were made for Bo and Rocky to spend their vacation with us!

### **Charlotte and Phil's Time to Travel**

Well, the big day finally came and Charlotte and Phil dropped off their 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, Charlotte and Phil drove off towards the airport.

On their way, Charlotte and Phil got really excited about their adventure ahead. They were also thinking how amazing Bo and Rocky's vacation was going to be too! Charlotte took a deep breath and let out a sigh of relief. Now off to Europe in peace! When they arrived, they had already received an email from us with happy pictures of their pups!

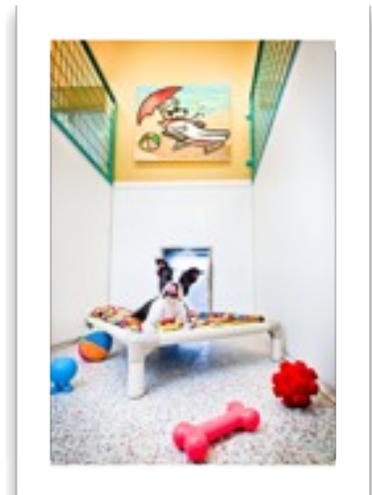
### **Our Services**

Much like the McCormick's experience on vacation, our regular customers get the same quality care and services too!

All owners can email us or log onto Facebook to check on their pups. A simple phone call gives them a quick but thorough report as well. Regardless if it's winter or summer, we have special services that make it a wonderful experience for everyone.

One of our services that many don't expect but truly value is the great education we give our customers. We educate our clients about what to look for in evaluating a pet care facility. We teach them about evaluating the true costs of boarding and what questions to ask. We show them how we meet those things here at Barkaritaville Pet Resort. We also give feedback on their four-legged family members health and potential issues, such as new lumps formed since their previous stay. We help them feel great about how well their dogs will be taken care of, paid attention to and loved!

In fact, after the McCormicks returned from Europe to pick up their happy, healthy, tired dogs, they were hooked. Bo even sat for her to put his leash on! Rocky couldn't stop wagging his tail, and was insistent on saying goodbye to every staffer on his way out. Charlotte and Phil are now part of the Barkaritaville family, and we are part of theirs.



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

Charlotte and Phil have become one of our biggest fans! They have recommended us to countless friends and neighbors. And with each recommendation, they get a free night's stay for Bo and Rocky! They really like that. They have even given us recommendations on products or services we might consider offering.



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**

We enjoy seeing pet owners 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 than to hear a pet owner say; "When my dog knows he's going to Barkaritaville Pet Resort 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.



At Barkaritaville Pet Resort our goal is to improve the lives of dogs and cats and their owners in all situations. Dogs and cats 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 pets 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. The resort is *literally* our home and our home is our resort. This is our story and this is Barkaritaville Pet Resort!

