

# Why Customer Experience Matters in Your Tap Room

By Andrew Coplon, Secret Hopper

Let's begin with a riddle. If there are two breweries equidistant from your house, who both make equally delicious beer, which brewery will you choose to visit?

**Focus on your taproom experience is essential.** With 8000+ breweries, no longer can you just server a well-made beer, it is necessary to also create an overall, high quality experience that pairs with the beer being served. The average guest is going to always choose the brewery that offers the best overall experience.

**Why this matters:** In the current state of the world, brewery visits have become more intentional. With greater planning going into all consumer spending, your potential customers want to be sure they're spending their money with businesses where they can not only enjoy their favorite beer, but also have a safe and memorable experience.

**Does it make you more successful?** Putting focus on the customer experience will not only help create more memorable experiences for your guests, but also ensure more profitable brewery visits for your business. When your staff can engage at a high level with your taproom guests, those guests will spend 15% more than guests who do not experience a connection with your staff.

When a guest receives low engagement at a brewery, they are only 46% likely to recommend/return to that brewery. Yes, you read that correctly: they are less than 50% likely to visit again. However, when a guest receives a high level of engagement, they are 99% likely to recommend/return.

Use your customer experience to stand out from the crowd.



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