



FRISCO STYLE  
**BEST**  
of  
**BUSINESS**  
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IN TODAY'S competitive marketplace, it takes more than just a high-quality product or speedy service to really make your business stand out. One important milestone on the road to enduring success is achieved when a business is able to turn their customers into enthusiastic, die-hard fans. This kind of loyalty happens when a business consistently delights its customers, so that they come away from each interaction with a good feeling. Our winner of the Delighting Customers Award, Every Dog's Day Canine Resort & Day Spa, has truly mastered the art of delighting two sets of customers--both their canine guests and their human clients.

Owner Lori Myers says that her business is truly unique among other pet service providers. "We are not a boarding facility, we're not a kennel; we really are a resort for dogs." Services at Every Dog's Day include a luxury hotel for dogs with suites that boast walls made of drywall, beds with mattresses and linens, and TVs with DVD players and cable service. Special services are available for the resort's four-footed guests, including story time, swim sessions in the resort pool, spa services such as a massage or pedicure and yummy treats. "We have fresh frozen yogurt that we make onsite for the dogs, and we have a dog bakery to do custom birthday cakes," says Ms. Myers. "At bedtime, we have little snacks for the dogs, kind of like a mint on the pillow."

Ms. Myers says that when she opened Every Dog's Day Canine Resort & Spa in 2008, it was with the intent of treating the dogs in her care as guests. "Our clients are our human customers, and they are the ones who pay the bill, but the dogs who stay with us are our guests, whose 'pet parents' are entrusting us with their comfort, safety and happiness." For this reason, Ms. Myers says that she has crafted everything at Every Dog's Day around the idea of a luxury resort experience for dogs. "Meal service here is called 'room service.' We serve fresh ice water. Our little furry charges are absolutely our guests—we cater to them and want them to be happy and have a really delightful experience so that the next time they come they are happy and dragging their 'parents' to the door."

Ms. Myers says that when it comes to feedback, the guests of Every Dog's Day are quite straightforward in their response. "Our guests are limited in their ability to communicate with us, but their response is definitive. It is clear where you stand with the dogs, and after their first visit when they come back wagging their tail, happy to see us, dragging their owner to the door, it's an incredible experience." Ms. Myers says her human clients are grateful for the peace of mind that comes from finding a place where they know their precious pets will be pampered. "Our 'pet parents' love their dogs and would do anything in the world for them. When they find that our pricing is pretty competitive and they get our level of service, then they are thrilled. But the peace of mind we provide makes us a bargain, because you can't buy that."

While the resort and spa experience at Every Dog's Day keeps canine guests wagging their tails, Ms. Myers understands that the interaction of her staff with the human clients is just as important. In addition to being die-hard dog lovers, Ms. Myers says her hotel reception staff consists of people who are professional and well spoken, and who understand the importance of building a relationship with the dogs and their owners. "I know we do a great job of keeping our guests delighted, whether it's in our daycare or grooming or boarding. I know the dogs are delighted, and our clients are, too. We hire happy people and train them to perform well, and we get to play with dogs all day and hand out treats, so why shouldn't we be happy?" Ms. Myers smiles, "It's a pretty happy place."

## EVERY DOGS DAY RESORT & DAY SPA

DELIGHTING CUSTOMERS AWARD