

HOW TO BECOME HIGHLY EFFECTIVE SERVERS CUSTOMER SERVICE TRAINING



Our business is not what we sell:
it's **who** we serve.

Why are we here?



Damir Sagolj / Reuters

Customer Statistics

- ❖ 68% of upset customers stop coming to an establishment because someone was *rude, indifferent, or discourteous* to them.
- ❖ One dissatisfied customer will, on average, tell 11 other people about their unpleasant experience. Those 11 will each tell 5 others. That's **67** people advised of **1** unpleasant situation via *word-of-mouth*

Customer Statistics (cont)

It takes **12** positive service incidents to make up for **1** negative incident.

Value the Customer

Guiding Principle!

The Guest is not always right and doesn't have to be right, because he/she is always the guest.

It is everyone's responsibility to serve the guests, not judge them.

Internal Customers

Wrong Perception: Outside customers are our only customers.

Since I'm working behind the scene, I don't have customers.

We do have customers. They are our coworkers, other departments' employees, vendors and contractors. We should treat our internal customers in the same manner as outside customers. Without their support, we wouldn't be able to serve outside customers.

Guests and Employees First!!!!

The Seven Habits of Highly Effective Servers

1. Know the Menu
2. Know how to pace a meal
3. Be attentive, but not intrusive
4. Be perceptive
5. Be adaptable
6. Control your emotion
7. Be courteous

The Seven Habits of Highly Effective Servers

- **Know the Menu**

- Always be able to provide menu information when it is requested. Customers expect you to know more about the menu than they do, and appreciate a bit of guiding to make the choice for their preferences.

- **Know how to pace a meal**

- You cannot control every aspect of a meal's pace, however, you can ensure that guests get their drinks in a timely manner and that they don't receive their entrees right on top of their appetizers. Resist clearing plates before everyone has finished, many guests feel rushed when this happens.

The Seven Habits of Highly Effective Servers

- **Be attentive, but not intrusive**

- Customers feel uncomfortable when they have to chase a server down for any reason, and they feel equally awkward when lingering servers hover around tables with water pitchers. Use your eyes and ears to notice when a customer needs something, but otherwise let your customers have their space.

- **Be perceptive**

- You must have a knack for reading people. Some groups will appreciate a few jokes and a little chit-chat; others will want you to make yourself as invisible as possible. Some will want everything to move quickly; others would prefer not to feel rushed. Look for body language and listen for verbal cues and cater to each customer's preferred dining style.

The Seven Habits of Highly Effective Servers

- **Be adaptable**

- In addition to being able to adapt to the different personalities of your guests, you will need to adapt to situations as they arise. Although a server cannot control everything that happens in the restaurant, a smart server knows that quick thinking makes up for most unforeseen problems. Did the kitchen forget to leave out the onions from a guest's salad? Offer a free drink or appetizer while they wait for the replacement to arrive. This will ensure the guest is still happy when it comes time to pay the bill.

The Seven Habits of Highly Effective Servers

- **Control your emotion – keep your cool**
 - Sometimes the kitchen makes mistakes. When this happens a successful server should be able to keep a calm and collected demeanor throughout the ordeal. The key is to not allow the issue to affect the service of an entire section. You can't win them all, but when things go wrong it is essential to not let them grow worse.

The Seven Habits of Highly Effective Servers

- **Be courteous**

- Seems obvious, right? But what about if a customer is already upset when you approach the table for the first time? The quickest and truest remedy to this is using a few friendly words, For example, on an extremely busy night customers are likely to arrive at their table overly-hungry, out of patience and looking for fast gratification. Approach the table with a smile and acknowledge their disparagement with a simple. “I’m sorry about the wait” and move on to collect drink and appetizer orders.

Basics of Customer Service

1 Smile

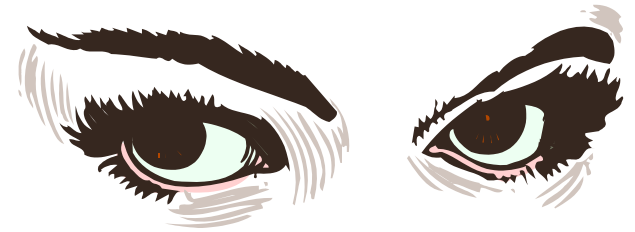
- **Smile** – means
We're glad you're here!
- **Acknowledge**
- **Greet**
 - ✓ **Make eye contact with them!**
 - ✓ **Greet every person you pass!**
 - ✓ **Say "Sir" or "Ma'am" and "Please"**



Smile and Shine

#2 Think of the Customer

- ❖ Think of the **customer first**.
- ❖ Think of **their needs**.
- ❖ They want to **feel good**.
- ❖ Look at a situation through the **customer's eyes**.



Attitude

We have a choice! Choose your attitude. How you *think* about the customer is how you will treat them. A shining attitude is contagious around customers and shows in the quality of your work.

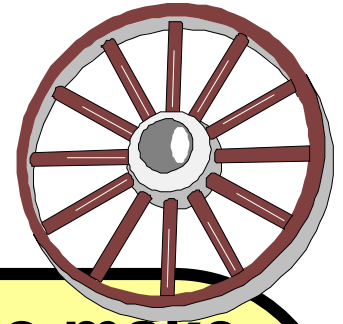
- ❖ Before you approach a guest, think to yourself...“I like the guest!”
- ❖ It sounds funny but it will change your **attitude** toward the guests and most of the guests will like you, too!!!

Consistency

Customers return because they liked what happened last time. Set high service standards and live them every day.

- ❖ Following the Standard Sequence of Service at all times.
- ❖ Dining Room inspections or checklists.
- ❖ **Level of service should be consistent** no matter which **employee** serves the guest.
- ❖ **Level of service should be consistent** no matter who the **guest** is.

Teamwork



Commit to teamwork. Look for ways to make each other look good. In the end, everything each employee does ends up in front of the customer.

A good team operates like a wheel.

- ❖ **The rim consists of the things that make your facility operate.**
- ❖ **The spokes are the jobs that have to be done.**
- ❖ **The manager is the hub of the wheel. The manager holds the spokes together.**

Forbidden Phrases

- **“I don’t know.”**
- **“I can’t.”**
- **“Just a second.”**
- **“You’ll have to...”**
- **“It’s against our policy.”**
- **“No” at the start of the sentence.**

The Word, “**No**” is outlawed.



Quick Tips

❖ Instead of saying....

“No, we can’t do that.”

❖ Say...

“Let me see what I can do.”

“Let me check to see what we can do.”

❖ Instead of saying...

You’ll have to...

❖ Say...

Would you mind?

Will you please?

Quick Tips

Problem with the food...

If a customer says, “This doesn’t taste right”.

❖ **Instead of saying...**

That is what you ordered...

❖ **Say...**

The chef has checked it and it is a little bland (insipid), we’ll cook a different one for you.

or ask

Would you like to order a different entree?

Quick Tips

If a customer asks, **“Is our meal on its way?
We’ve been waiting quite sometime”**

❖ **Instead of saying...**

I don’t know... or the kitchen is busy.

❖ **Say...**

I’ll just check that for you. We’re sorry for the delay as it’s been extremely busy today.

Quick Tips

❖ **Instead of saying...**

We ran out of salmon.

❖ **Say...**

Oh, I'm sorry. We're sold out of salmon.

Summary

Customer Service is about:

Service

❖ Making **serving**
guests our **#1**
priority!



Attitude

- ❖ Choosing our **attitude**.
How we **think** about the customer is how we will treat them.
- ❖ Having a “shining” and “welcoming” attitude!



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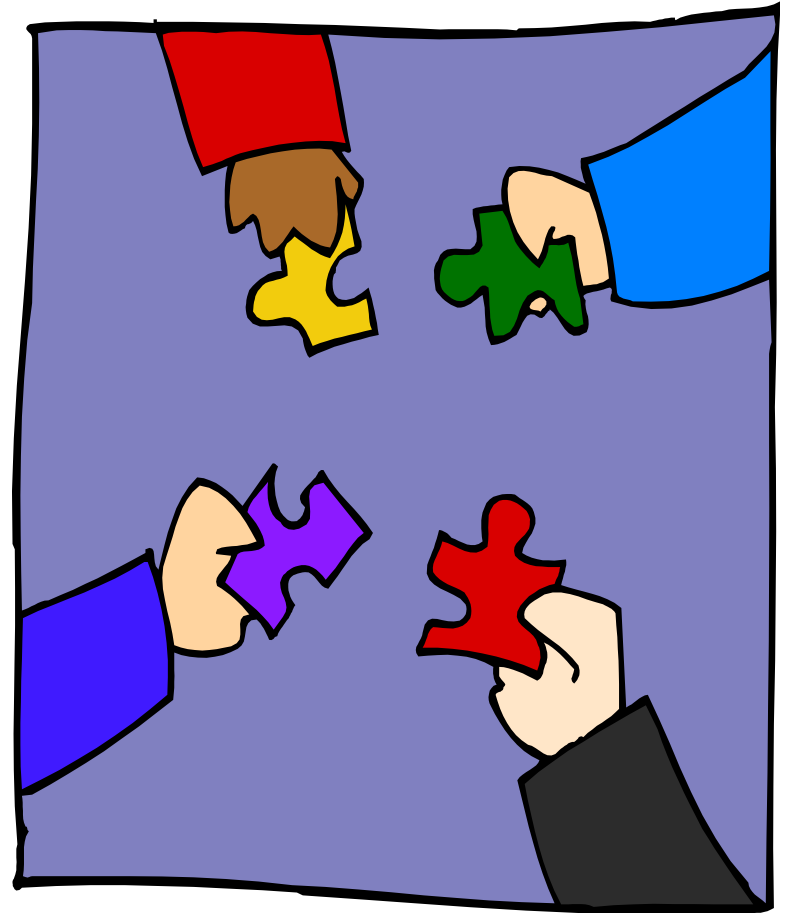
Consistency

- ❖ Having **Customers return** because they liked what happened last time.
- ❖ **Set high service standards** and live them every day!



Teamwork

- ❖ Committing to **teamwork**.
- ❖ Look for ways to make each other look good. In the end, everything each employee does ends up in front of the customer.



Emotional Marketing

- ‘ emotional branding’ by Marc Gobe

Starbuck is not selling only coffee...they are selling an emotional experience which is enjoyable and it has a familiarity feeling when they are drinking coffee

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what we sell.
It's **who** we serve.