**Chapter 10: Serving Your Guests; pg. 614**

Professional Profile: Danny Meyer, Restaurateur, pg. 616

*This section discusses customer service and how it affects an operation’s success. This section also discusses identifying and addressing customers’ needs, two critical aspects of providing good customer service.*

**10. 1 The Importance of Customer Service**

* Definition of service and hospitality
* First impressions
* Identifying customers’ needs

*Learning Objectives: At the end of this section you should be able to:*

* What exactly are *service* and *hospitality*, and how do they affect an operation’s success?
* What is the importance of first impressions?
* What is the best way to identify the customers’ needs, and what types of special needs should staff be aware of?

**Definition of Service and Hospitality**

Define the following terms:

* ***Service***

* ***Hospitality***

What are the 2 critical elements of high-quality customer service? List three reasons why customer service is important to an operation’s success.

What is ***Competitive Advantage***?

How can a restaurant use customer service to create competitive advantage?

**First Impressions**

1. Why is making a good first impression important to an operation’s success. List three reasons.
2. What are 4 ways to generate a positive (*and lasting*) first impression?

3. How does a facility’s cleanliness and appearance effect a guest’s first impression?

4. What are 5 things an employee can do to present him or herself professionally?

5. Danny Meyer states that “…long after people forget what you do and say, they will remember how you made them feel.” What can a host or hostess do to make guests feel welcome?

**Identifying Customers’ Needs:**

*It’s up to all employees to ensure \_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ service from a customer’s arrival to departure. To start, identify the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_. The quality of a customer’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_will be affected by \_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_ the service staff\_\_\_\_\_\_\_\_\_\_\_\_ these needs.*

1. List 8 special needs that an employee might notice when serving guests, and provide an example of each situation.

**10.2 Ensuring a Positive Dining Experience**

* Reservations and requests
* Greeting and taking orders
* Suggestive selling
* Getting feedback on customer satisfaction
* Resolving customer complaints

*Learning Objectives: At the end of this section you should be able to:*

* What is the proper way to handle reservations and special requests?
* What is the importance of customer greetings?
* How should a server interact with guests, and what information should be included in an order?
* What is suggestive selling and why is it important?

*Good service begins with the very first customer interaction, sometimes as early as a \_\_\_\_\_\_\_\_\_\_\_\_ call for a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. But it never really ends. Quality customer service isn’t something that personnel commit to once. Rather, it’s an \_\_\_\_\_\_\_\_\_\_\_\_\_ processes of making guests \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_, treating them with \_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_ while they are in an establishment, and continually \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_ with them in an effort to keep \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ them better.*

**Reservations and Requests**

*A lost or incorrect reservation or mishandled special request can be extremely frustrating for customers. If a customer’s visit starts with this kind of problem, it can be difficult to turn the visit into a positive experience.*

Recording reservation information should contain the following:

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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**Greeting and Taking Orders**

What are the responsibilities of the greeter?

What are the server’s responsibilities?

***Fast Fact:*** *pg. 634 How do you minimize errors in the kitchen, hold down food costs, and reduce customer wait times for incorrect orders or customer complaints?*

***On the Job:*** Hot Tips: Gratuities and You: (list 3 pointers)

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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The bottom line is that

**What’s New: POS** *and Pacing*

What is a ***POS***?

What is ***Pacing***?

**Suggestive Selling**

*In a restaurant, suggestive selling \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ guest \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_the average check, resulting in more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.*

What is ***Suggestive Selling***?

What should a good suggestive selling program include?

* \_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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What are the three ways in which an employee can effectively execute suggestive selling?

**Getting Feedback on Customer Satisfaction** (pg. 642)

*To determine\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_ the restaurant or foodservice operation \_\_\_\_\_\_\_\_\_guests’ \_\_\_\_\_\_\_\_\_\_\_\_, it is useful to measure their satisfaction. This will help to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the operations’ \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Routinely ask whether the food, drink or service and accommodations are satisfactory during the guest’s visit.*

What are some of the ways that a restaurant can get customer feedback? *List and explain each method.*



**Resolving Customer Complaints** (pg. 644)

Who is the person responsible for resolving a customer’s complaint?

List the steps that will help resolve a customer’s problem



*ON THE JOB: (*pg. 646)What is mirroring language? How can it be used to resolve a customer’s problem?