

Hospitality Best Practices:

Purpose: To Deliver Excellent Customer Service to Guests – Consistently!

Practice	What	Why
Circle of Hospitality (10/4 Rule)	Make eye contact and smile at guests within 10 feet. Verbally acknowledge guests within four feet (basically close enough to hear you). Example, “Welcome” “Good Morning” “Happy You’re Here!”	Guests return to restaurants that make them feel welcomed. The 10/4 Rule instantly makes the staff appear friendlier and more attentive.
Shoulder-to-Shoulder	When talking with co-workers, stand shoulder-to-shoulder with your back facing away from guests. Your back should never face the guest, especially at the front door. We want guests to be immediately greeted by smiling faces.	Our focus should remain on the guest, not each other. This practice also allows guests to catch our attention more easily.
Full Face	Your feet should be pointed in the direction of the guest you are speaking with. Wherever your feet go, your whole body follows. Your torso and face will naturally line up with them.	We want guests to know they have our full attention. This practice allows us to nonverbally show that we are fully present in the conversation.
Immediate Greet	Guests should be greeted immediately at the front door and within a minute by the server once they sit down.	Guests form a first impression of our restaurant within 3-5 seconds. We cannot leave those few seconds up to chance.
Guest Right of Way	Let guests pass if they are walking your way. Stop. Move out of their way and wait until they pass before you keep moving. This is especially important if you are carrying food.	Moving out of a guest’s way is polite and makes guests feel important.

<p>Sincere Goodbye</p>	<p>Be creative with the goodbye. The classic farewell - "Have a good day" - is just not very memorable or special. Below are a few broad suggestions. The more personal you can make the goodbye, the more genuine it appears.</p> <p>"It was wonderful meeting you. Hope to see you again soon!"</p> <p>"It was great seeing you all again. Thanks for celebrating with us! Drive safely."</p>	<p>"Have a good/great day", has become the social script. It's not special and doesn't stand out in a guest's mind.</p>
<p>Fact Finder</p>	<p>Try to learn one fact about every single guest you serve or, for the greeter position, as you walk guests to the table. Have a quick conversation starter on hand. For example,</p> <p>"When was the last time you dined with us?"</p> <p>Compliment a guest's outfit or accessories. (This warms guests up to more conversation.)</p>	<p>The goal of customer service is to make guests feel welcomed into our "home." We want guests to feel seen and appreciated, not just a number filling up our restaurant.</p>
<p>Navigator</p>	<p>Always be on the lookout for wondering guests' eyes looking around for help. Immediately walk over to see what they need. Guests walking around the restaurant that appear like they are looking for something are typically trying to find their party or the restroom. Don't just point them in the direction. Help guide them there.</p>	<p>It's an added touch of hospitality that guests genuinely appreciate.</p>