

Competent Service & Caring Hospitality

The Keys to Delighting Guests, Building Loyalty & Creating Positive WOM



What is Your Role?
What is Your Favorite Part of Your Job?



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Your Presenter










Kelli Laube



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What You Will Learn...



-  The Two Dynamics of Customer Service
-  The Essential Steps of Service
-  The Power of Emotion & How it Shapes the Guest Experience
-  Practical Ways to Delight Guests & Boost Personal Connection
-  Words that Destroy Hospitality
-  Body Language that Undermines Hospitality



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The Common Sense Trap

**Common Sense is
Not Common Practice**



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Touchpoint = Emotional Response

“People are not rational beings with occasional emotion, they are emotional beings with occasional rational thought.”

- Brene Brown



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Positive Emotions

Welcome	Accepted	Reassured
Impr...
Sp...
Ap...
Val...
Safe/Secure	Competent	Respected
Joy	Delight	Enriched

How do you want guests to FEEL
in your restaurant at each
touchpoint?

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Two Dynamics of Customer Service



Competent Service + Caring Hospitality

Guest Delight

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Service (Technical)	Hospitality (Emotional)

Service + Hospitality = Customer Service

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Benefits of Hospitality

The collage features five distinct images:
 1. A group of diverse people sitting around a table in a restaurant, engaged in conversation and eating.
 2. A chef in a white uniform and hat standing with a smiling woman in a pink top, with another staff member in the background.
 3. A group of restaurant staff members in white uniforms standing together in a kitchen or service area.
 4. A chef in a white uniform interacting with a guest in a dark jacket.
 5. A wide-angle shot of a modern, bright restaurant interior with tables and chairs.

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Video Training Resources

Service VS Hospitality
Why Guest **Loyalty** Depends on **BOTH**

EMOTIONS Drive Guest Behavior

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App	Dessert	After appetizer/entrée plates have been cleared.	3-5 minutes (after having entered the order)	<ul style="list-style-type: none"> - It is required to offer dessert. Make two suggestions. - The birthday flin should always carry a candle. Don't forget to sing HAPPY BIRTHDAY. - Desserts should be prepared promptly. Additional napkin or linens, silverware may be required.
Er	Check Presentation	After completion of dessert and dessert plates have been cleared.	2 minutes	<ul style="list-style-type: none"> - Always check for more orders or refills before presenting the guest check. - Make sure every item ordered is in computer before printing check.
Alk	Check Payment	Within 1 minute of cash or credit card presentation.	1 Minute	<ul style="list-style-type: none"> - Leave a personal message, such as "Thank you" on the receipt. - NEVER rush the guest to pay but be ready to process payment as soon as the guest has presented cash or credit card. As you are handing guests back their form of payment, tell them, "Thank you for dining with us. It was a pleasure serving you. We look forward to seeing you again soon!"
Ru	Table Turn	Within 2 minutes of guest leaving.	2 minutes	<p>Once a guest has left, immediately clean and reset the table so other guests don't have to view it and another guest may be seated promptly. IF the server(s) have pre-bussed correctly, this should not be a problem turning the table quickly!</p> <p>GOAL: NOTHING BUT THE BEVERAGE AND BEVERAGE NAPKIN SHOULD REMAIN FOR THE FINAL BUSSING.</p> <p>Bussing and turning tables within 2 minutes is an El Sushii Loco Top Six Priority!</p>
23	<p>The TOP SIX PRIORITIES @ EL SUSHI LOCO:</p> <ol style="list-style-type: none"> 1. Greet Guests Immediately 2. First Round Drinks within 2-4 minutes 3. Attending to a Guest's Special Request IMMEDIATELY 4. Running Food 5. Two Bite Checkback within 2 minutes 6. Bussing & Turning Tables within 2 minutes 			

Service: Competence

- Basic Steps of Service Chart
- Know Your "Top Six Priorities"
- All Staff Needs to Know Menu

When You Get Service Right, Guests are Satisfied.

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For Greeters



Training Video

The TOP SIX PRIORITIES @ EL SUSHI LOCO:

1. Greet Guests Immediately
2. Walk Guests to Table at Their Pace
3. Start a Conversation with Guests on Way to Table
4. Seat in Server Rotation
5. Notify the Server When Guests are Seated
6. Keep the Floor Chart Updated

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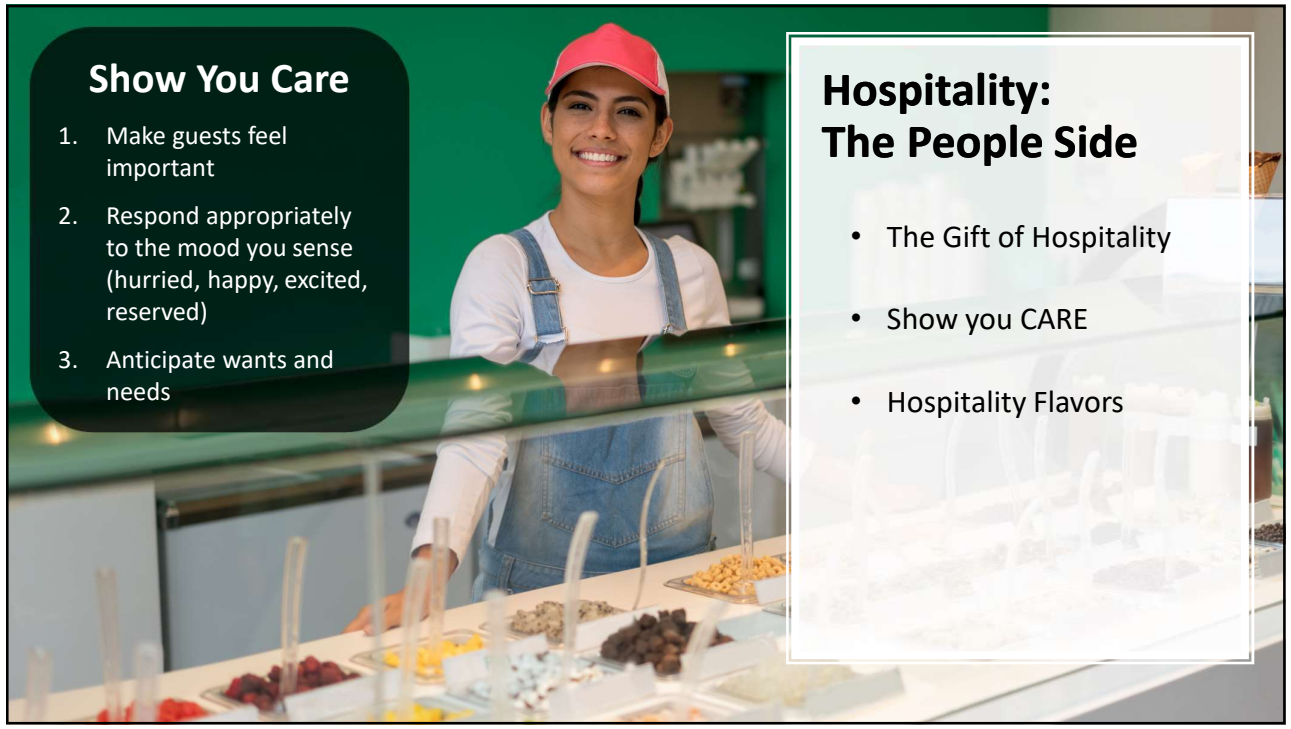
The Gift of Hospitality

- Eye Contact
- Smile
- Enthusiasm

Hospitality: The People Side

- The Gift of Hospitality

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Show You Care

1. Make guests feel important
2. Respond appropriately to the mood you sense (hurried, happy, excited, reserved)
3. Anticipate wants and needs

**Hospitality:
The People Side**

- The Gift of Hospitality
- Show you CARE
- Hospitality Flavors

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**Our Guests Remember Hospitality
that is Specific to Them.**




The Flavors of Hospitality

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Hospitality Best Practices



- Benefit-of-the-Doubt Mindset



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Hospitality Best Practices

The Circle of Hospitality

Within 10 feet – Smile & Eye Contact

Within 5 feet – Verbally Greet

- **Benefit-of-Doubt Mindset**
- **Circle of Hospitality (10/4 Rule)**
- **Guest Right of Way**
- **First Impression**

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Hospitality Best Practices Handout

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 allows us 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	Guests form a first impression of our restaurant within 3-5 seconds. We cannot leave those

Sincere Goodbye	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. "It was wonderful meeting you. Hope to see you again soon!" "It was great seeing you all again. Thanks for celebrating with us! Drive safely."	"Have a good/great day", has become the social script. It's not special and doesn't stand out in a guest's mind.
Fact Finder	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, "When was the last time you dined with us?" Compliment a guest's outfit or accessories. (This warms guests up to more conversation.)	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.
Navigator	Always be on the lookout for wondering guests' eyes looking around for help. Immediately walk over to see what they	It's an added touch of hospitality that guests genuinely appreciate.

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Video Training Resources



Pat's of Henderson, Louisiana



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Customer Service Highlights

- ✓ Both are Essential in Creating a Memorable Guest Experience
- ✓ Both Must Be Executed with Consistency to Have Lasting Impact
- ✓ Your Competitive Advantage is Your Team Because They Create the Guest Experience



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Your Words Matter Handout

Double click on logo to select then insert your logo


Common Phone Order Phrases:

Your Words Matter. What You Say Impacts the Guest Experience.

Avoid	Try This...	Why
"No problem." ✘	"My pleasure." "Your welcome." ✔	Saying "no problem" implies it's a problem to serve our guests. We never want guests to feel like they are an inconvenience. Words such as "your welcome" and "my pleasure" convey warmth and a happiness to serve them.
"What's your name?"	"May I have a first and last name for the order?"	"May I" is the polite way to ask "What's".
"Have a great day."	"Have a wonderful week. Mr./Mrs. _____."	Avoid ending a phone call with, "Have a great day." We have all heard this so many times that it doesn't feel special when people say it. Try to be creative with your goodbye's and always use the guest's name for an added personal touch!
"I can't hear you. Can you speak up?"	"I'm so sorry. Can I call you right back on this number? I'm having a hard time hearing you." "I'm sorry. I'm having a hard time hearing you. Would you mind calling back?" (only if you cannot make out the guest's words)	Apologize for the confusion and suggest a course of action.

Double click on logo to select then insert your logo


Common Phrases:

Your Words Matter. What You Say Impacts the Guest Experience.

Avoid	Try This...	Why
Hi. My name is _____ and I'll be your server.	Hi. Welcome to _____ (restaurant's name). When was the last time you dined with us? (*or add another creative conversation starter)	It breaks the social script of what guests expect servers to say.
No Problem/ No Worries	My Pleasure. Happy to help. Absolutely. Of course.	Saying "no problem" implies that helping a guest was bothersome.
My Bad	I'm so sorry. I'll take care of this right away.	"My bad" doesn't sound sincere. We have to show guests we care.
I don't know.	That's a great question. Let me check with a manager and I'll be right back.	Saying you don't know something does not help the guest. Let them know that you will go find the answer for them.
We ran out of _____.	We are sold out for the moment. May I make a few recommendations? Guests who enjoy that often enjoy _____ (dish suggestions) _____ as well.	Avoid telling guests "No." Give them options. Always follow up with an alternative.


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Your Nonverbal Cues Matter

"HOW" you say something is just as important as "WHAT" you say

A Nonverbal Cue or Gesture is everything we communicate to those around us that is not a word. It includes...

- ✓ Body language
- ✓ Facial expressions
- ✓ Tone of voice
- ✓ Vocal inflection
- ✓ Appearance



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Nonverbal Hospitality Best Practices



- Triple Nod
- Genuine vs Fake Smile
- Full Face

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What is Your #1 Action Step This Week?




Action Steps

1. Manager Meeting. Get Everyone on Board
2. Explain the "Why" to Your Team
3. Incorporate Training into Pre-Shifts. Show RO.com videos
4. Hold Team Accountable
5. Celebrate Team Wins

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“People need to be REMINDED more often than they need to be instructed.”

- Samuel Johnson



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For RestaurantOwner.com Members

New Server Workshop Series
Set to Launch in April

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Kelli@RestaurantOwner.com

First Six Topics

1. Customer Service Equation and Three Tips that had a Dramatic Impact on My Tips
2. Best Advice I Received Training at a Fine Dining Restaurant
3. Mastering the First Impression and Projecting Confidence
4. Let's Talk About It! Common New Server Fears & What to Do
5. Top Server Challenges and Q&A
6. The Different Flavors of Hospitality

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Please Give Us Your Feedback



Just 4 very short questions!

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Competent Service & Caring Hospitality

The Keys to Delighting
Guests, Building Loyalty
& Creating Positive
WOM



Thank you for Attending!

