

Exceptional Customer Service

Practical Ways to Boost Guest Delight & Increase Loyalty



Welcome!



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Presenter



Kelli Laube
Product & Training Specialist



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Today's Agenda

- Understanding the Guest Journey
- The Essential Steps of Service
- The Power of Hospitality
- Creating a Gameplan



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The “Common Sense” Trap

Common Sense is Not Common Practice.





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“You are Not an Order Taker; You are an Experience Maker.”



“You aren't selling food; You are selling an Experience.”

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The Guest Journey

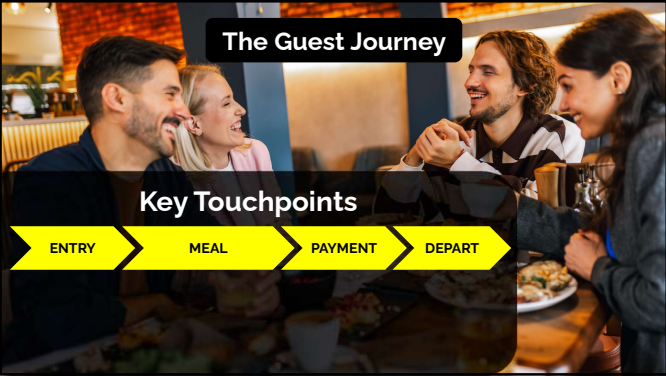
Key Touchpoints

ENTRY

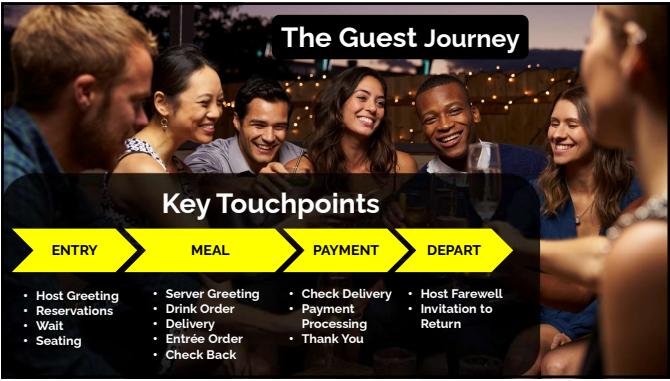
MEAL

PAYMENT

DEPART



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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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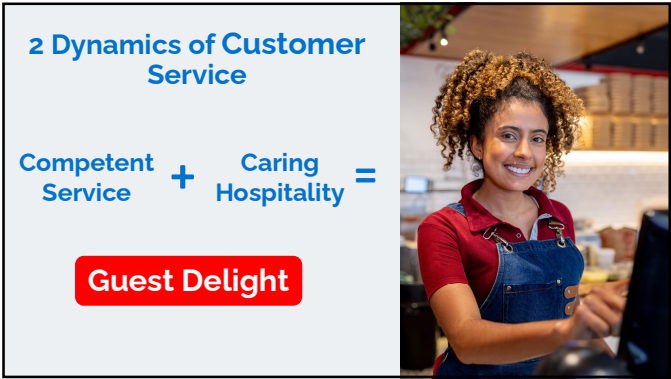
Positive Emotions

Welcome	Accepted	Reassured
Important	Understood	Safe/Secure
Satisfied	Respected	Enriched
Valued	Compassion	Delight
Safe/Secure	Competent	
Joy	Delight	

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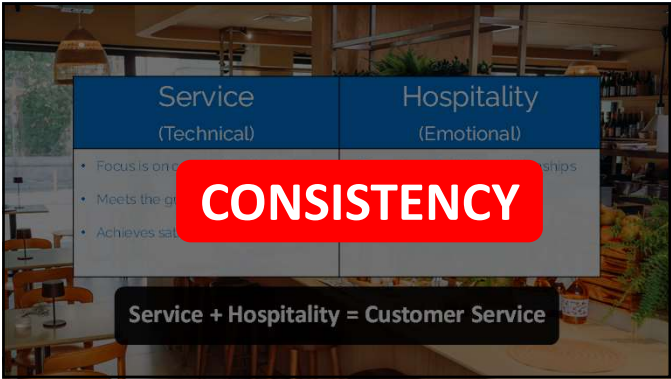
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Service (Technical)	Hospitality (Emotional)
• Focus is on completing the task • Meets the guests' expectations • Achieves satisfaction	• Focus is on building relationships • How you make guests feel • Creates DELIGHT

Service + Hospitality = Customer Service

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Service (Technical)	Hospitality (Emotional)
• Focus is on c • Meets the g • Achieves sat	• Focus is on b • How you make • Creates DELIGHT

CONSISTENCY

Service + Hospitality = Customer Service

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Benefits of Hospitality



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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.

[illegible]

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Service: Competence

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[illegible]

For Greeters

The TOP SIX PRIORITIES @ (RESTAURANT NAME): Greeters

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

[illegible]

The Gift of Hospitality

> Eye Contact

> Smile

> Enthusiasm

> Posture

> Hands

Hospitality:
The People Side

• The Gift of Hospitality

The Gift of Hospitality

5 Ways to Build Positive Guest Connections

Learning Course

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Show Your Care

1. Make guests feel important

2. Respond appropriately to the guests' mood (hurried, happy, excited, reserved)

3. Anticipate wants and needs

Hospitality:
The People Side

• The Gift of Hospitality

• Show you CARE

Providing Hospitality Gives You the Opportunity to Delight Guests.

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Hospitality Best Practices

Circle of Hospitality (10/4 Rule)

THE 10-4 RULE

Deliver GREATER HOSPITALITY on your NEXT Shift

FOH TRAINING

The Circle of Hospitality

Within 10 feet - Smile & Eye Contact

Within 4 feet - Verbally Greet

The Last Impression

The Last Impression

Leaving a Memorable Mark

MGMT TRAINING

Training Videos

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Hospitality Best Practices Handout

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

Practice	What	Why
Code of Hospitality (100% Rule)	Make eye contact and smile at guests within 10 feet, verbally acknowledging guests within five feet (usually close enough to hear you). Example: "Welcome!" "Good Morning!" "Happy You're Here!"	Guests return to restaurants that make them feel welcome. The 100% Rule instantly makes the staff appear friendlier and more attentive.
Crafting a Killer Greeting: The Triple Threat	The Triple Threat consists of Eye Contact, a Genuine Smile, and Enthusiasm. Guests should be greeted immediately at the front door and within a three-foot by five-meter perimeter once they're down. 1. Eye Contact: When speaking with guests, look them in the eye. Eye contact is essential for creating a connection. 2. Smile: No fake smiles allowed! Always give guests a genuine smile as you welcome them. 3. Enthusiasm: Your energy is...	Guests form a first impression of our restaurant (and us!) within 10 seconds. We cannot have those precious seconds up to chance.

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 our guests, not each other. This practice also allows guests to catch our attention more easily.
Guest Right of Way	Let guests pass if they are waiting your way. Step. Move out of their way and wait until they pass before picking up moving. This is especially important if you are carrying food.	Moving out of a guest's way is polite and makes guests feel important.
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 suggestions. The more genuine you can make the goodbye, the more genuine it feels. "It was wonderful meeting you. Hope to see you again soon!" "It was great seeing you all today. Thank for celebration."	"Have a good/great day", "See you because the usual word "it's not special and doesn't stand out in a guest's mind."

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How to Implement an "Exceptional Customer Service" Gameplan



1. Lead It
2. Teach It
3. Live It

Pulse Check: How would you rate your customer service game plan?
(1=no formal plan to 10=plan consistently executed)

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1. Lead It

The fastest way to improve the guest experience is to coach it in real time.

Pre-Shift Meetings
Communication for success!



¡Que español!

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2. Teach It

Confidence comes from practice, not information.

Service VS Hospitality
Why Guest Loyalty Depends on BOTH
FOH TRAINING

TRAINING VIDEO
Service Versus Hospitality: Why Guest Loyalty Depends on BOTH

THE POWER OF ROLE-PLAYING: YOU MANAGER
You **HOW**
MGMT TRAINING

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The Power of Role-Playing: For Managers - The How

THE POWER OF ROLE-PLAYING: TEST YOUR SKILLS & REACH THE NEXT LEVEL
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3. Live It

What gets recognized gets repeated.

Power of Recognition Part 2: Keep Your TEAM ENGAGED
MGMT TRAINING

TRAINING VIDEO
Power of Recognition Part 2: Keep Your Team Engaged

Power of Recognition Part 1: Don't Neglect Your Most Important ASSET
MGMT TRAINING

TRAINING VIDEO
Power of Recognition Part 1: Don't Neglect Your Most Important Asset



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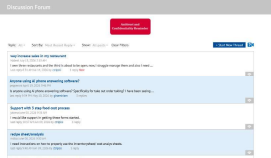
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Ask RObi



RObi

Discussion Forum





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Need Consistency?

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My Summary

Total Learning Time

27 hours 11 minutes

Average Quiz Score

94%

Total Courses Completed

6 Courses

Courses In Progress

54 Courses

285 Lessons Remaining

Building a Culture of Accountability



Video Lesson

Introduction

Lesson Time: 3 videos

RestaurantOwner Learning System

Patricia Estevez Luque

Client Success Manager

patricia@restaurantowner.com





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Remember...

"Exceptional customer service isn't one big moment.

It's hundreds of small moments that create trust, connection, and loyalty.

Lead it. Teach it. Live it."



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Customer Service Highlights

✓ Both are Essential in Creating a Memorable Guest Experience

✓ Both Must Be Executed with Consistency

✓ Build a Game Plan

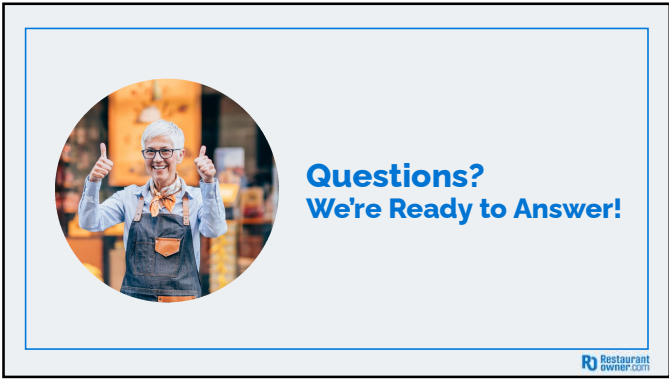
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Thank You for Attending!!
