

CUSTOMER SERVICE TRAINING

TIMELESS INNS

WHAT WE WILL COVER

- Understanding customer service
- Handling customer complaints
- The do's and the don'ts
- The customer journey
- The three ring principle and how we apply it
- Timeless Inns Customer Service policies and procedures

Let's start with a small activity....

Using the post it notes provided tell me..

WHAT IS CUSTOMER SERVICE?

Customers make pay days possible....

- A customer is the most important person whether in person, over the phone, via social media or even writing to us.
- A customer is not dependent on us we depend on them for our living
- A customer is not an interruption to our work, customers are the reason we are at work
- A customer is not someone whom to argue or match our wits, no one has ever won an argument with a customer
- A customer is not a statistic a customer is flesh and blood with emotions just like us
- A customer is the most important person in the firm, for without there would be no business.

UNDERSTANDING CUSTOMER SERVICE

Customer service gives us a competitive advantage most pubs these days provide an excellent range of drinks and good range of food. So having the better service over your competitors will give you the edge. The welcome they receive when they arrive, & the quality of service during their visit is of paramount importance as you only get one occasion to impress and turn them into a profitable regular.

Definitions of customer service

- ✓ All activities that occur between the pub and its customers
- ✓ Meeting and exceeding customer needs and expectations
- ✓ Taking action to promote and maintain customer satisfaction
- ✓ It is a continual journey

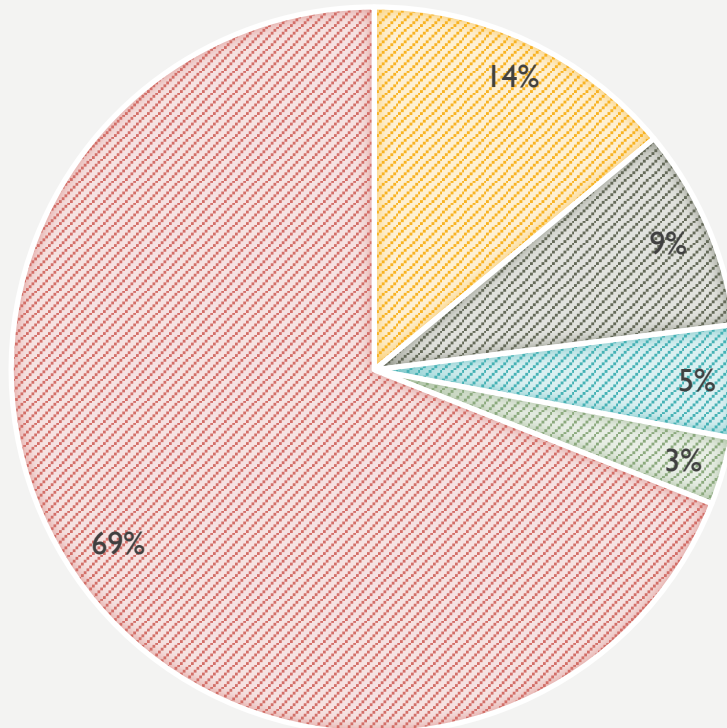
THE VALUE OF A CUSTOMER

If you have a customer who visits you three times per week.

For 48 weeks a year and spends £15.00 per visit, that one customer is worth $£45.00 \times 48 = £2160$ per year so 20 regular customers are worth a massive £43,200.

WHY CUSTOMERS DISAPPEAR

- Product
- Influenced by friends
- Indifferent attitude of staff or owner
- Lured by competitors
- Move away or die



THE MAIN REASON A CUSTOMER WILL DISAPPEAR..

Simple... a customer wants a warm welcome and excellent service for the whole duration of the visit. If a stage of the customer's journey was not fulfilled they may complain.

If customer service is good other complaints can be dealt with efficiently with the outcome eventually becoming a positive one..



ACTIVITY

Using your post it notes write down the following and put it on the appropriate board...

What could a customer complain about?

What do you do if a customer complains?

What can we offer a customer that complains?

We will discuss further...

Handling customer complaints...

Express respect – ensure the customer knows their complaint is important

Listen and understand – listen carefully to the customer, do not make excuses or interruptions

Uncover the expectations – ask the customer what they feels needs to be done.

Double check satisfaction – speak with the customer and ensure they are still satisfied with the outcome

Take action – ensure the action promised is followed through

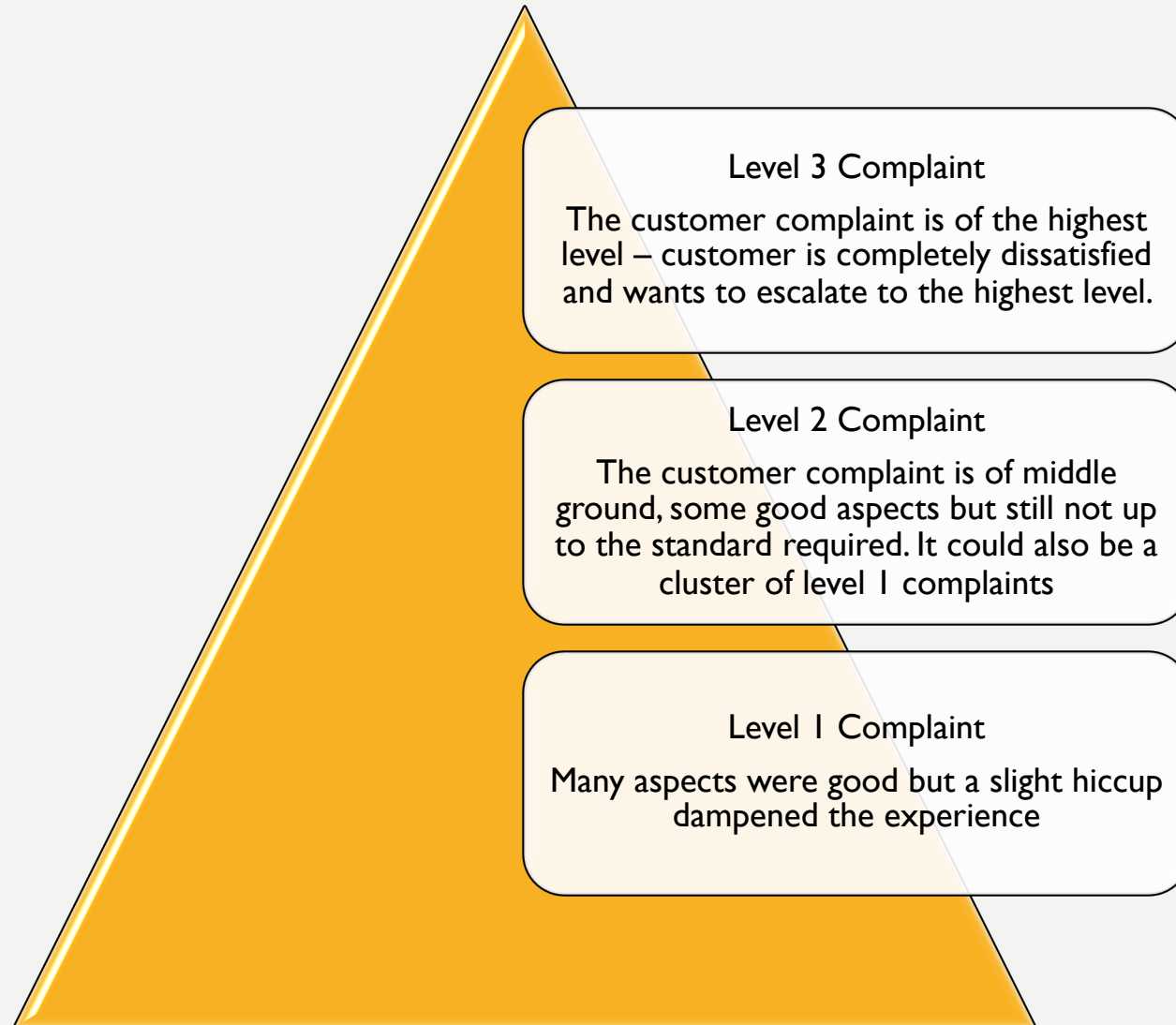
Outline the solutions – I will take this action although these options are also available

ACT BEFORE THE CUSTOMER...

Customer now have the option to communicate complaints via social media, not only do we need to be equipped to deal with a complaint when it arises but we also need to be able to read a customer's vibe and body language to ensure their experience is of excellent quality. Preventing any complaints verbally or via social media.

We need to act before the customer does...

Levels of Complaints...





**KEEP
CALM
IT'S
ACTIVITY
TIME!!!**

ACTIVITY

Going back to the previous activity you have written examples of what a customer could complain about now I want you to split these into Level 1, Level 2 or Level 3 complaints

Examples of what the complaint could be?

1. Slower service because of a rush of custom
2. Flat drinks or a drink that is not a perfect serve
3. A food item missing from a meal or slightly cooler than customer expected
4. Facilities within the pub not working or unclean

Who can deal with the complaint?

All staff need to be confident in dealing with a stage 1 complaint.

Level 1

How do we deal with the complaint?

In most cases a Level 1 complaint can be rectified with an apology and good communication with the customer – for example letting customers know beforehand they will be a wait etc.

If the customer still does not seem happy with the apology we could offer them a free drink, free dessert, or even a discount on the bill e.g. 5% / 10%.

If we are providing free items or discount wherever possible please ensure you get authorisation from a manager or senior member of staff.

Questions..

- 1) What do we class as a Level 1 complaint?
- 2) What signs can we look for to see if a customer is happy or not?
- 3) How can we prevent a level 1 complaint?
- 4) What other ways can we resolve a level 1 complaint?

Examples of what the complaint could be?

1. a single meal incorrect, not up to standard, steak over cooked etc
2. cold meals
3. extremely slow service
4. poor standard of drinks
5. long wait for a table even though customer had booked

Who can deal with the complaint?

Ideally manager or senior member of staff.

Level 2

How do we deal with the complaint?

A level 2 complaint needs to be dealt with by a manager or experienced member of staff who feel confident they can resolve the issues or take the correct relevant steps to getting the issue resolved.

We need to ensure the complaint is dealt with by using the customer complaint flow chart. Most customers are looking for some sort of compensation. A level 2 complaint could be resolved by a meal voucher / free round of drinks / meal knocked of the bill etc. If we are providing free items or discount wherever possible please ensure you get authorisation from a manager or senior member of staff.

Questions..

- 1) What do we class as a Level 2 complaint?
- 2) How can we prevent a level 2 complaint?
- 3) What other ways can we resolve a level 2 complaint?

Examples of what the complaint could be?

1. All meals very poor
2. Hair or items found in food
3. bad attitude or inappropriate communication from a member of staff
4. an assault on site

Who can deal with the complaint?

Management or Directors

Level 3

How do we deal with the complaint?

A level 3 complaint is the worst of the worst, a complaint that will take you back and make you really think on your feet.

In this case we must refer the complaint to management or even escalate to the Directors to deal with.

Dependent on what the complaint is depends on whether compensation will resolve the issue there and then or it needs to be refereed and resolved on a separate occasion.

Questions..

- 1) What do we class as a Level 3 complaint?
- 2) How can we prevent a level 3 complaint?
- 3) What other ways can we resolve a level 3 complaint?

Remember

- 1) The earlier you deal with the complaint the better
- 2) You as the staff member needs to make a judgement of what level the complaint is Level 1, 2 or 3
- 3) Do what you say your going to do, ensure the customer gets a follow up
- 4) Resolve the complaint as quickly and efficiently as possible don't delay
- 5) The better we deal with complaints the less likely customers will turn to social media

CUSTOMER COMPLAINTS

Remember drink is food, a customer can also complain about drinks just as much food you must ensure your drinks are just as perfect and as satisfying as the food you serve.

Again using your post
it notes give me...

**5 do's when it
comes to
customer service**

&

**5 don'ts when it
comes to
customer service**



**KEEP
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The do's

- ✓ Smile
- ✓ Cheerfully greet your customers
- ✓ Speak clearly and politely
- ✓ Answer questions fully
- ✓ Say please and thank you
- ✓ Look interested in what the customer is saying to you
- ✓ Take care with first names
- ✓ Be careful when anticipating orders
- ✓ Be seen to be attentive and helpful
- ✓ Offer food and drinks
- ✓ Repeat order back to the customer to avoid mistakes
- ✓ Keep a sense of humour
- ✓ Say thank you when giving change
- ✓ Be patient with indecisive customers and use the opportunity to sell
- ✓ Upsell products – customer like staff with knowledge
- ✓ Have good team spirit
- ✓ Avoid embarrassing customer be discreet
- ✓ Learn to listen
- ✓ Listen to customer responses about the level of service they received

**Every business's
greatest assets
are its
customers,
because without
customers
there is no
business.**

Don'ts

- × Continue to talk to another customer or member of staff while you are serving a customer
- × Chew gum
- × Listen in on other conversations
- × Leave the bar unattended
- × Be tactless with customers
- × Interrupt conversations
- × Have favourites amongst customers or staff
- × Loose your temper “win the argument loose the sale”
- × Have untidy or unclean clothes shoes or hair
- × Tell a telephone customer that a customer is at the bar
- × Lean on the bar
- × Keep hands in pockets
- × Argue with other staff members within the pub
- × Discuss your own personal problems
- × Ignore people
- × Adopt a negative body posture

Customer service is about meeting and exceeding customers needs and expectations

**Reason Women
choose a
particular pub...**

**Price of
drinks
62%**

**Quality of
food
68%**

**People you
meet there
44%**

**Clean Bar
89%**

**Particular
beer brand
34%**

**Clean Toilets
81%**

**Speed of
service
72%**

**Friendly
Staff
77%**

**Price of food
56%**

**Comfort
77%**

**Reason Men
choose a
particular pub...**

**Price of
drinks
64%**

**Quality of
food
54%**

**People you
meet there
50%**

**Clean Bar
79%**

**Particular
beer brand
50%**

**Clean Toilets
90%**

**Speed of
service
67%**

**Friendly
Staff
73%**

**Price of food
42%**

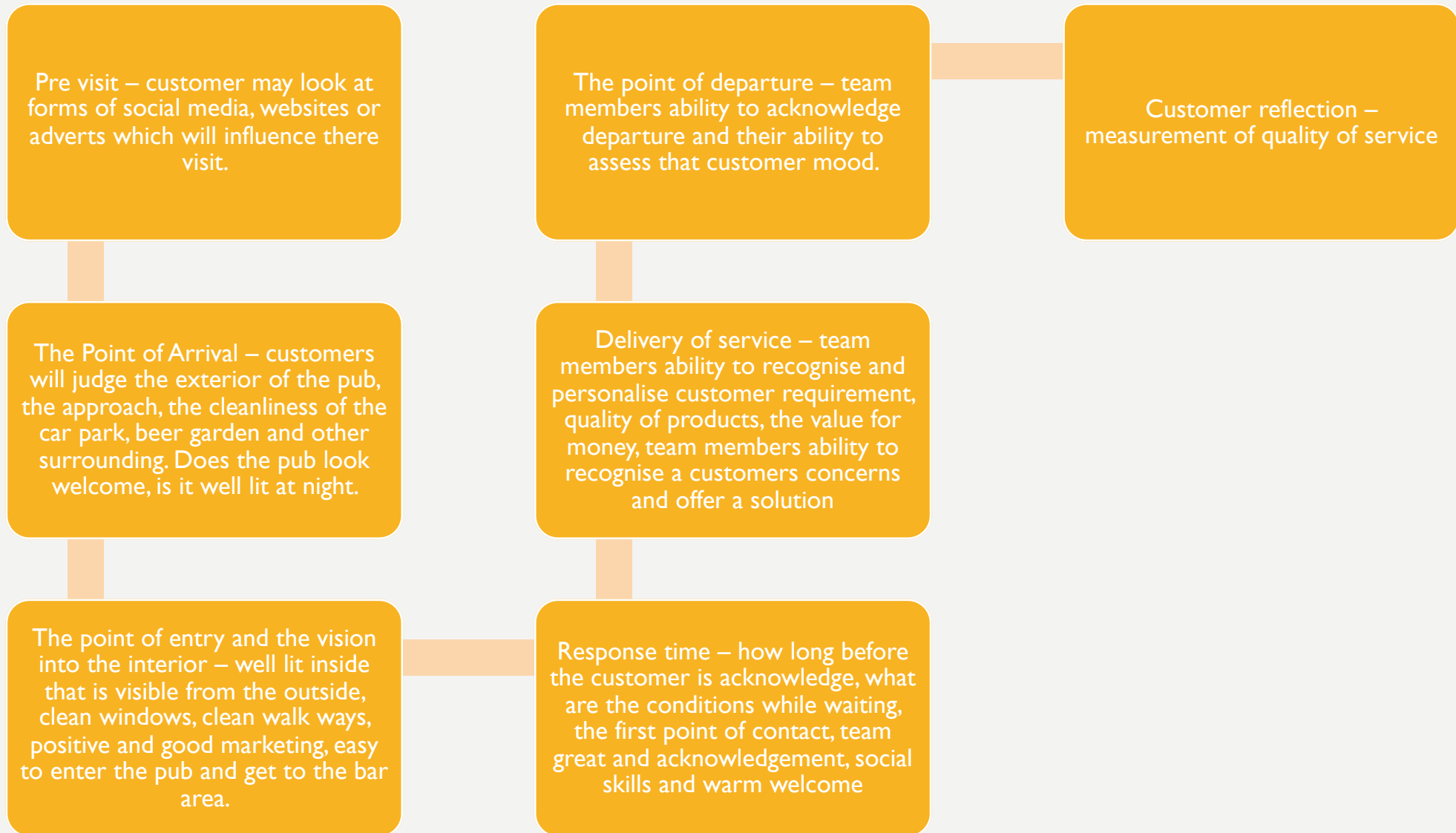
**Comfort
67%**

**In teams of 2 I
want you to think
about a
customers visit
and using the
document
provided write
down each stage
of that customers
journey.**



**KEEP
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Customer Journey



Scenario 1

- Putting glasses away
- Serving the customer stood at the bar waiting
- Organising a customer bill
- Chopping fruit which is low but not yet ran out

Scenario 2

- Finishing the cleaning job you have almost completed
- Answering the phone
- Dealing with a salesman
- Acknowledging a customer that has just walked through the door.

Scenario 3

- Finishing the cleaning job you have almost completed
- Answering the phone
- Preparing a customers bill for a colleague



JOB PRIORITISING

Prioritising your jobs has a key role to play when your in a customer facing role. Different organisations will have different agendas but every organisations first priority will be its customers and potential customers.

Using the 3 secanrios provided put those jobs in order the first being the highest priority the last being the lowest priority.

Scenario 1

- Serving the customer stood at the bar waiting
- Organising a customer bill
- Putting glasses away
- Chopping fruit which is low but not yet ran out – can this job be delegated to kitchen team if not busy?

Scenario 2

- Acknowledging a customer that has just walked through the door.
- Answering the phone
- Dealing with a salesman
- Finishing the cleaning job you have almost completed

Scenario 3

- Answering the phone
- Preparing a customers bill who is sat at a table for a colleague
- Finishing the cleaning job you have almost completed

The results are in!

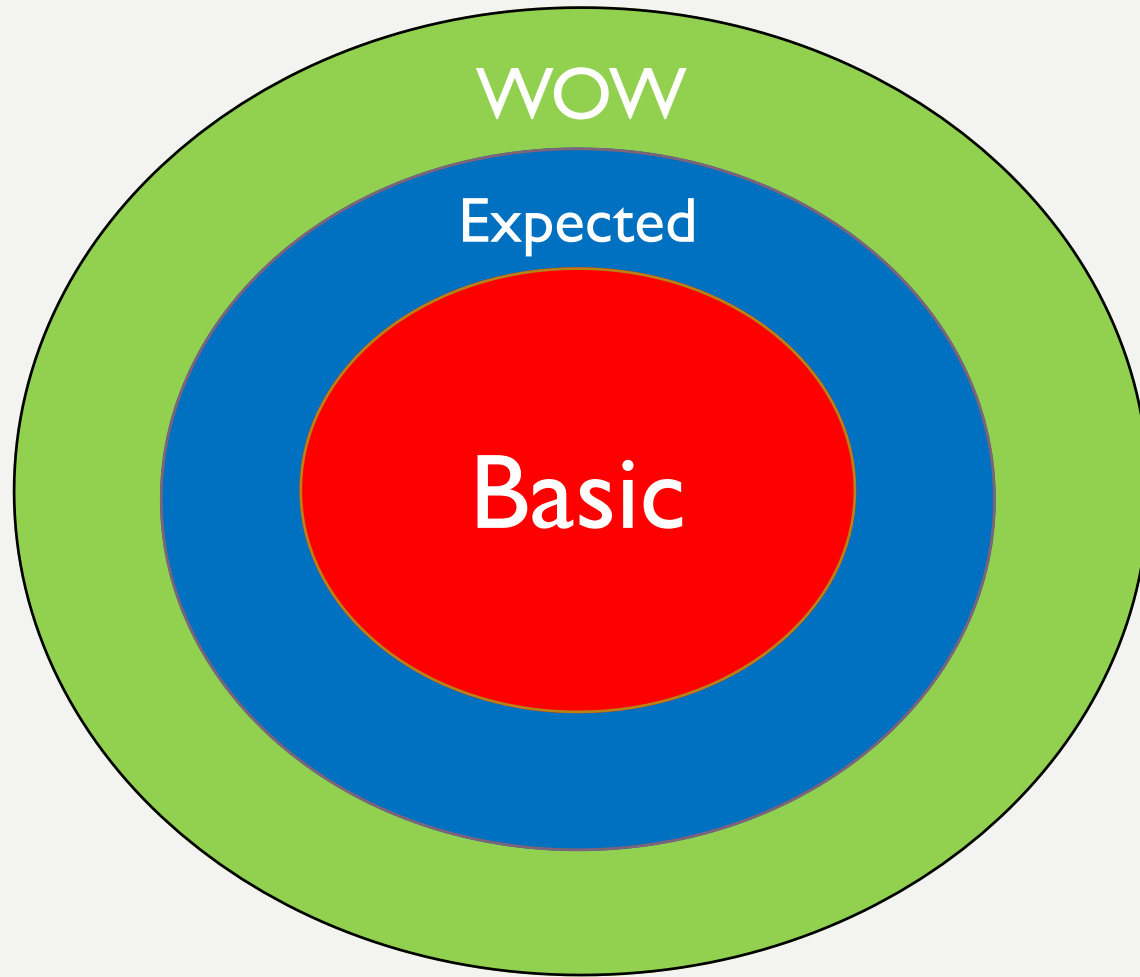
REMEMBER...

Anything that involves customer interaction is your highest priority.

Phone calls are bookings, bookings are wages – the phone should be high on your agenda

If cleaning jobs cant be done because you are busy with customers you can always come back to them at a non busy period.

The Three Ring Principle



THE THREE RING PRINCIPLE

The basic – offer food & drink

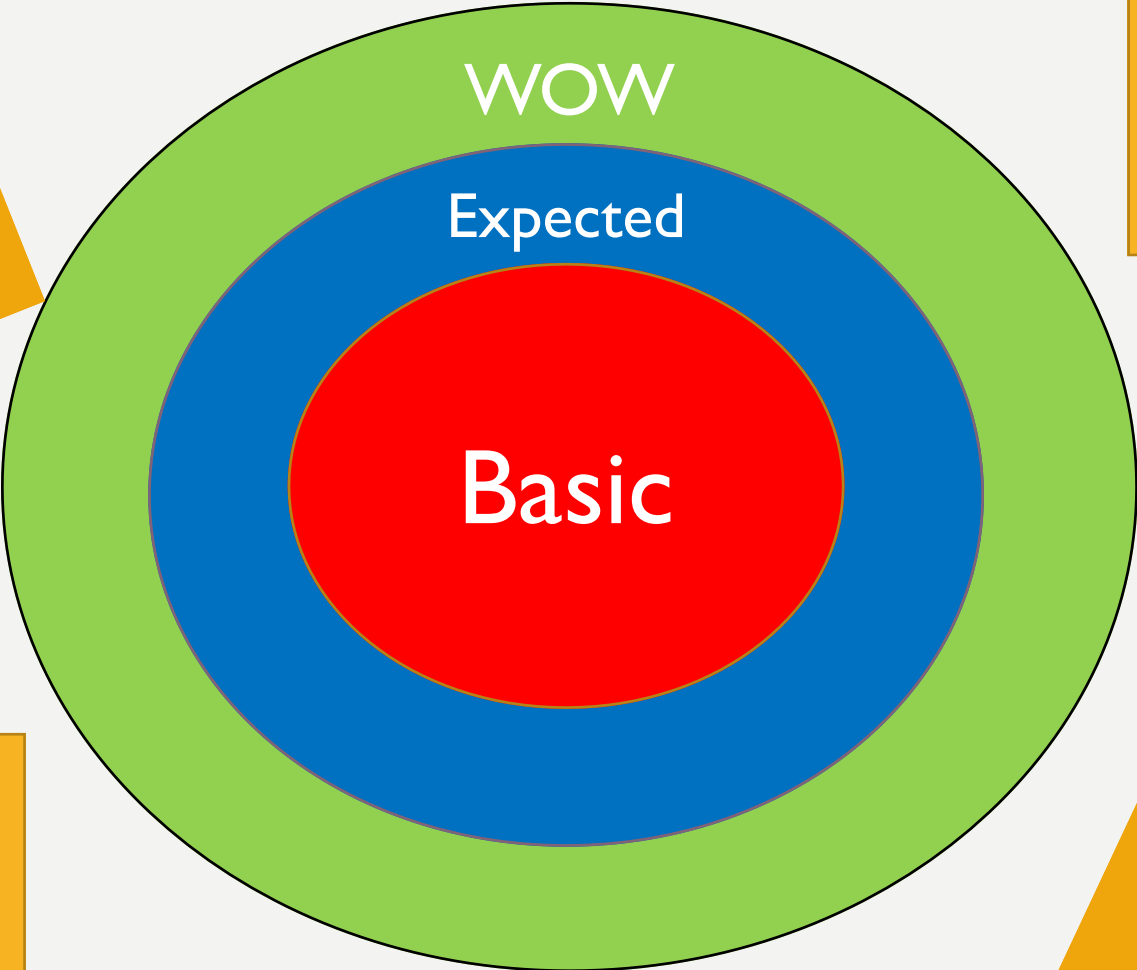
Expected – the expected is what your customers expect you will have – warm, clean toilets, comfort, food & drink

WOW – the WOWS are about exceeding your customer expectations and doing something to make you stand out.

Always aiming for the **WOW-FACTOR**



Give me examples
of the:
BASIC
EXPECTED
WOW



Give me examples
of the:
BASIC
EXPECTED
WOW



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Food service

1) Customer Arrives

2) Customer is acknowledged immediately
Even if busy at the times let them know you or someone else will be with them shortly. - Never leave a customer waiting!

3) Customer is asked if they are just drinking or both drinking and eating

If customer is Eating and Drinking:

4) Has the customer reserved a table?
IS IT READY? Take the customer over to a table with their menus
IF NOT: Offer drinks within the bar area
Ensure these drinks are paid for or put on the correct tab.

Once the table is ready take the customer over with their menus.

5) Do they have drinks?
IF NOT: offer a drinks order or ask if they would like a few minutes

10) IS THERE A WAIT ON FOOD?
Ensure this information has been passed onto the customer.

Note the time of check taken + wait time.

9) Read customers order back to them to ensure this is correct

8) Take customers order
UPSELL: any items such as starters, onion rings, sauces etc

7) Ask customer if they are ready to order or would like a few more minutes

6) Take the drink order
Prepare the drinks
Take the drinks over

11) Check all food is correct and presented well. If this is not the case, make the chef aware you are not happy and explain what changes need to be made.

12) Take food to table
If there are children try to take children's meals first

13) Once food is served check:
- sauces/condiments
- every person has a meal
- meals are correct
- offer more drinks
- remove any rubbish / glasses / spare cutlery
OFFER ADDITIONAL DRINKS IF DRINKS ARE LOW

ACTION APPROPRIATELY

14) After 2-3 minutes check back
- ensure all food/drinks are ok
RESPOND APPROPRIATELY dependent of the circumstance and the issue. (seek you managers advice if you are unaware of what action to take)
OFFER ADDITIONAL DRINKS IF DRINKS ARE LOW

15) Are the customers finished?
- ensure the table is cleared timely.
- Ensure the table is fully cleared this includes all knives and forks, spoons and gravy boats sauces etc.

20) As the customer is leaving ensure we give the customer a farewell and an additional thank you, e.g. good bye and thanks for coming.

19) Once the payment has been made ensure the customer is thanked

18) If the customer does not want desserts or upon clearing the desserts away

Offer the bill, prepare the bill and take over to the table with after dinner mints.

(double check customer does not want coffee's)

17) Return to the table

If the customer wants desserts etc take the order and repeat steps 7 - 15

16) Once the table is fully cleared take the dessert menu over and offer our full range of hot drinks.

GIVE A FEW MINUTES

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Drink service

1) Customer Arrives

2) Customer is acknowledged immediately – even if busy at the time acknowledge the customer and let them know you or someone else will be with them shortly

3) Customer is asked if they are just drinking or both drinking and eating

4) If customer is just drinking:

8) Ensure Glassware is: Chip free, Cold, Clean and correct branded glassware.

7) If you are un aware of perfect serve ask your manager for the leaflet and additional training.

6) Ensure we prepare using our knowledge of perfect serve.

5) Prepare the drinks the customer has requested. At this point make any recommendations

9) Soft Drinks & Spirits & Mixers

Ensure correct amount of ice is used
ensure drink is garnished correctly

10) Present the prepared drinks to the customer.. ensuring they are the perfect serve.

11) Upsell, crisps nuts, bowls of chips etc

12) Provide customer with the amount for the drinks and take payment.

16) When customer leaves again thank the customer and say goodbye.

15) Thank the customer once the service has ended

14) If possible ask customer how there day has been. make small conversation while preparing customers drinks

13) Ensure we Always: use verbal communication, never shrug shoulders, nod or wink.

THANK YOU

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