Waiter/Waitress (Waitstaff)

Customer Experience (CX)

Training Manual

Dr P.
Founder & CEO

LLAMA LIFE
SOLUTIONS

We Don't Sell Products and Services.
We Sell Experiences

2024

Course Title

How to Create Memorable Dining Experiences, Building Customer Loyalty & Boosting Revenue



‘If you don’t understand people, you don’t understand business’ – Simon Sinek

Presented By:
DR P.
FOUNDER & CEO

Llama Life Solutions (Pty) Ltd
(“Registration No. 2015/047951/97”)
Physical Adress: 12 Mafusa Road, SUNNINGHILL
Johannesburg, 2191
info@llamalifesolutions.co.za
CELL: (+27 829002541)
www.llamalifesolutions.co.za

About the

Facilitator



Dr Patrick Ntsime

holds a Doctoral Degree in Literature and Philosophy in Development Administration from the University of South Africa (UNISA). With 40 years of combined experience in public and corporate sectors, Patrick's career spans disciplines such as retail, academia, mental health, water management, local government, agri-business, small-scale mining, and development finance.

Patrick is an author, a co-founder of Partners in Sexual Health (PSH), a non-profit organization, and currently serves as Vice-Chairman of Yeast City Housing. His expertise includes capital raising for infrastructure development, transactional advisory services, change management, training & leadership development and Customer Experience (CX).

As Founder & CEO of Llama Life Solutions (Pty) Ltd, a B-BBEE level 1, multi-disciplinary leadership and management consulting company, he provides advisory, coaching and mentoring support to various clients, including medical professionals, educators, retailers, young professionals, entrepreneurs and municipalities.

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Preamble



In today’s competitive restaurant landscape,The dining experience goes beyond serving great food—it encompasses every interaction that customers have with the restaurant, from the moment they walk through the door to the moment they leave. This Customer Experience (CX) Training Manual has been designed to equip the waitstaff with the skills, knowledge, and mindset needed to consistently exceed customer expectations, build lasting relationships, and foster loyalty.

At the heart of this training approach, is the understanding that every customer interaction presents an opportunity to create positive and memorable experiences. Whether it’s a welcoming smile, attentive service, or efficiently resolving an issue, the quality of service the team provides reflects the restaurant's core values.

This manual outlines the principles and practices that will guide efforts in delivering exceptional customer experiences. It covers key aspects such as, problem-solving, and creating a warm and inviting atmosphere. By embracing these concepts, the waitstaff will not only meet but exceed the diverse needs and expectations of customers, ensuring a truly unforgettable dining experience.

Through this training, Llama Life Solutions aims to create an environment where exceptional service becomes second nature, and where your guests feel valued, heard, and appreciated.

Let us take pride in elevating the customer experience and driving the success of all restaurants, one satisfied customer at a time.

We are not in the coffee business serving people, but in the people business serving coffee.
- Howard Schultz,
Founder and CEO of **Starbucks**.

Introduction

Congratulations on being selected for this unique, ground-breaking, and impactful Customer Experience (CX) waitstaff training. **Our goal is simple**: to teach you to be an outstanding waiter or waitress. Whether you wish to work in the finest restaurant and garner the greatest possible tips for excellent service, or in a cozy neighbourhood lodge, you'll learn everything there is to know about exceptional customer service with professionalism and attention to detail. You are destined to perform one of the most important, challenging, and rewarding jobs in your current restaurant!

As a participant, you will learn about hospitality trade secrets that are not usually taught in hotel schools or training colleges. You will connect with each customer, ensuring they feel welcome, appreciated, and well cared for.

Everyone goes to a restaurant to have a good time, just like when you're going to a movie. You expect that it will be good and enjoyable.

Just as a movie has many elements interwoven to make it good, so it is with a restaurant visit. The décor, ambiance, dining room setup, lighting, music, choice of drinks and wine, food—even the perfect coffee must blend to create the ultimate dining experience.

And to crown all of this, smiling faces from the hostess, bar, and dining room staff.

This must all be presented to the customer with efficiency, discretion, and reserved politeness. Proper hosting done this way will result in success, reward, recognition, and repeat business.

When the customer leaves happy, everybody has won. Let's begin your journey toward becoming a successful host.

Excellent hosting is not difficult, but it is an art that must be learned. In my over 40-year exposure in retail, mental health, academia, water, small-scale mining, agribusiness, local government, hospitality, and development finance, I have learned about the art of behavioural science and customer psychology. This is what inspired me to write this guide for you.

So, you can work in the finest of restaurants (or any other restaurant that values great service) and hold your own, having complete knowledge of the proper way to serve your customers. I will provide you with the training you need to be impactful in your working environment.

Success only comes to those who cherish consistency, resilience, and growth. I take great pride in the quality of this training, which encourages you to step out of your comfort zone.

Llama's high standards can only be maintained through great people like you who share our values and desire to do the very best job possible for customers every day. As a participant, it is essential that you maintain an energetic, friendly, and caring attitude always.

it is essential that you maintain an energetic, friendly, and caring attitude always. It is your responsibility to see that each customer is made to feel special and enjoys your restaurant's fun atmosphere and great food and beverages.

The best host is a silent one: you don't feel the customer's presence.

They are as discreet as a shadow, using the art of efficient silence. Succeeding at this art means that the customer ignores your presence and can focus on their delicious meal, an experience of a lifetime.

How to Create Memorable Dining Experiences, Build Customer Loyalty, and Boost Revenue.

Goal & Objectives

The strategic goal of this training is to empower you to ensure an enjoyable experience for guests, thereby contributing to your restaurant's long-term success and profitability.
Key Objectives.

- **Empathy, Communication, and Interpersonal Skills:**
  Impart empathy, communication, and interpersonal skills to you, with the aim of delighting customers.

- **Customer Psychology Tools & Techniques:**
  Explain best-kept secrets ("e.g customer obsession as applied by companies like Amazon") and how to apply customer psychology tools and techniques in your work environment, with the aim of enhancing customer satisfaction and loyalty.

Why Should an Employer Invest in Your Training?

By completing this Customer Experience (CX) training, as a waitstaff you are expected to achieve the following outcomes:

- **Enhanced Knowledge and Skills**
  The training will enhance your knowledge and skills, providing practical insights into leveraging customer psychology and applying relevant tools and techniques.

- **Exceptional Customer Experiences**
  By having informed and well-trained staff who can consistently deliver exceptional experiences, the restaurant will build stronger relationships with customers, increasing repeat visits and fostering long-term loyalty.

- **Increased Revenue**
  Positive customer experiences can result in higher customer spending, contributing to a measurable increase in revenue.

- **Improved Staff Morale**
  Well-trained staff will feel more confident in their roles, creating a sense of pride and ownership in the work they do, which leads to improved morale and a positive work environment.

- **Effective Communication and Problem-Solving**
  You will develop effective communication and problem-solving skills, enabling them to address customer complaints and challenges efficiently, thus reducing negative feedback.

- **Operational Efficiency**
  By adopting best practices in service delivery, you will become more efficient in your roles, reducing wait times and improving the overall flow of operations.

Investing in this training will not only equip you with valuable skills but also create a positive ripple effect throughout the restaurant, enhancing both customer and employee satisfaction, and ultimately driving the restaurant's success and profitability.

Duration
1 day – 8am to 5pm (Including theory and practical)

Date(s)
26 November 2024 or **03 December 2024**

Location
Conference & Events
Courtyard Hotel Waterfall City
13 Karkloof Street, Jukskei View Ext 124, Waterfall City

Price
R1,999 (All Inclusive) per individual

Banking details
Account Details: Llama Life Solutions (Pty) Ltd
Name of Bank: Standard Bank Account Type: BIZLAUNCH
Account Number: 310304342
Branch: Centurion
Branch Code: 012645

You can send proof of payment to info@llamalifesolutions.co.za

Assessment
Role Plays and Quiz

Award
Certificate of Attendance

Chapter 2

INTRODUCTION TO CUSTOMER EXPERIENCE

Understanding customer psychology is crucial in the ever-competitive restaurant industry. It's about creating an experience that resonates on a psychological level, from the moment a customer walks in, to the presentation of the meal, and even after they leave.

Secret 1: Focusing on Psychological Aspects

By focusing on these psychological aspects, restaurants can create memorable experiences that not only satisfy the palate but also resonate emotionally, ensuring customers keep coming back for more.

Remember, every restaurant owes its existence to its customers. When a customer forms an opinion of any food establishment, service and food presentation stand-alone. No matter how beautiful the surroundings or how delicious the food; poor service will certainly ruin the entire dining experience.

When developing great service, promote these qualities:

- **PROMPTNESS**
- **COURTESY**
- **GOOD MANNERS**
- **ENTHUSIASM**
- **AND TEAMWORK**



In short, project a professional attitude. Each time you service a table, th
reputation rests in your hands.
You have the power to influence the opinion of those people. If they are happy with you and your service, they will probably return. They may also recommend the restaurant to their friends. However, if they are not happy...DISASTER!
To be properly efficient, you must be constantly aware of your customers.

BE PRESENT.
TUNE INTO YOUR CUSTOMERS.

Anticipate what they will want. Learn to read expressions and body language. If a customer is frantically rubbernecking, waving their arms, or nodding, chances are they need something. The more they must ask for service, the less enjoyable their evening will be. The tip they leave you will reflect their feelings.

You will be trained by the most experienced, agile, and qualified facilitator. The more attentive, enthusiastic, and patient you are, the sooner you will develop the work habits which make you an excellent server, capable of taking great care of your customers and being rewarded financially too.

Servicing the public, in any business, requires a vast amount of **humility and patience**. Always maintain a friendly, but professional attitude. If you need help, ASK FOR IT. Even if you become an excellent server, there will be times when you will get behind. Have enough consideration for your customers. Request assistance WHEN NECESSARY. Remember - Teamwork - no business can survive without it.

We have provided you with a training manual. In it, we have outlined some helpful suggestions to make your job here more profitable and enjoyable. These are the tools of your trade. Use them wisely and they will help your restaurant prosper.

Defining Customer Experience (CX)
Customer experience (CX) is the sum of all interactions a customer has with the restaurant, starting from when they make an appointment, walk in the door, dine, to when they leave. As a waiter/waitress, your role is critical in shaping their experience.

The importance of creating positive, lasting impressions
How your attitude and service impact the customer's perception of the entire restaurant.

DIFFERENCE BETWEEN CS AND CX

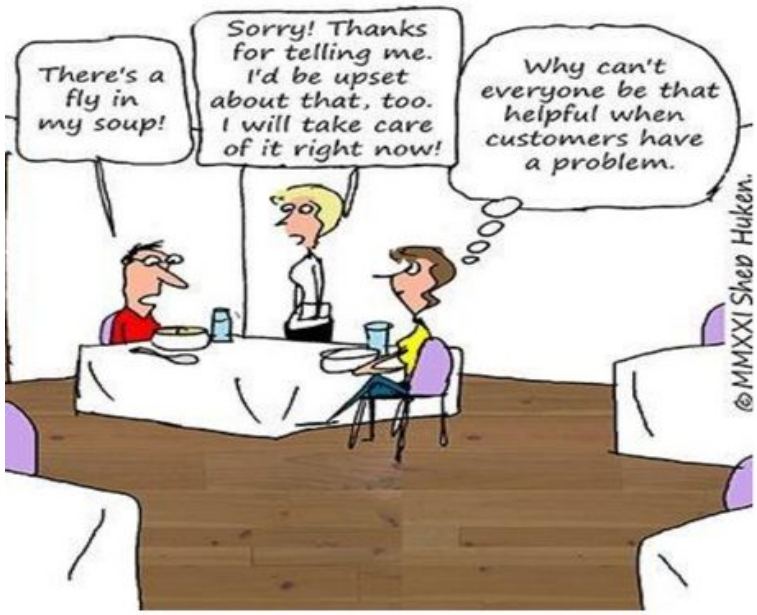
Customer Service (CS)	Customer Experience (CX)
Definition Customer service refers to the specific actions or interactions between a customer and the restaurant staff. It is primarily focused on the direct, person-to-person assistance provided during the dining experience. Examples • Welcoming customers with a smile and seating them promptly. • Answering menu questions, providing recommendations, and ensuring the order is taken correctly. • Resolving an issue quickly, such as when a customer finds something wrong with their dish (e.g., wrong temperature or missing ingredients). • Ensuring the bill is correct, processing payments quickly, and saying "thank you" as customers leave.	**Definition** Customer experience refers to the overall perception that a customer has of the restaurant, which is shaped by multiple touchpoints beyond just service. It includes the ambiance, food quality, staff interaction, and how all these elements come together to create a memorable dining experience. Examples • A customer finds the restaurant's website easy to navigate, reads positive reviews online, and makes a seamless reservation through an app. • The restaurant's atmosphere, including music, lighting, and decor, makes the customer feel comfortable and welcome. • The waiter not only serves the food but remembers the customer's previous visit, offers personalized meal suggestions, and checks in at the right moments without being intrusive. • The dishes are presented beautifully, taste excellent, and match the customer's expectations. There's a balance between creativity and consistency. • After the meal, the restaurant sends a follow-up email asking for feedback or thanks the customer on social media for their visit.

Depending on their moods, customers want different things. They don't expect problems or obstacles on their journey to your restaurant. After all, they chose your restaurant for a reason, and we should make this as special as possible.

As a waiter/waitress, you are the face of the restaurant. Your attitude, attention to detail, and communication define the customer's experience.

- Customers should feel welcomed and comfortable from the moment they walk in.
- Creating an emotional connection with customers.
- The impact of speed, accuracy, and friendliness on overall satisfaction.

SO, FIRST THINGS FIRST …..



***Source: Shep Hyken** is the leading authority on customer service and customer experience (CX), award-winning keynote speaker and best-selling author*

- You need to welcome customers with a smile and seating them promptly.
- Answering menu questions, providing recommendations, and ensuring the order is taken correctly.
- Resolving an issue quickly, such as when a customer finds something wrong with their dish (e.g., wrong temperature or missing ingredients).
- Ensuring the bill is correct, processing payments quickly, and saying "thank you" as customers leave.

Exercise

The Importance of Waitstaff in Shaping CX. Your role as a waiter/waitress goes beyond just serving food. It's about delivering an experience. Brainstorm your own examples of customer service and customer experience.

Brainstorm your examples of customer service and customer experience
The Importance of Waitstaff in Shaping CX
Your role as a waiter/waitress goes beyond just serving food. It's about delivering an experience.

Here's how:
Five basics of service excellence

- Look at me _____
- Smile at me _____
- Talk to me _____
- Listen to me _____
- Thank me _____

Core Values for Waitstaff

- *Professionalism*

Always maintain a professional demeanor, both in appearance and attitude.

- *Empathy*

Understand the needs of your customers and show genuine care.

- *Responsiveness*

Be attentive and quick to meet customer requests.

- *Problem Solving*

Handle issues quickly and calmly to maintain a positive environment

Exercise

List 3 ways you can make a strong first impression on your customers
Role Play the Following Scenarios:

Scenario: A couple arrives at the restaurant for their anniversary dinner.

Debrief
Basic Customer Service
A waiter politely explains the menu, takes orders accurately, brings the food in a timely manner, and responds quickly when a customer requests extra napkins.

Debrief - The waitress provided adequate customer service, meeting the basic expectations of taking orders and serving food.

However, the service was reactive, transactional, and lacked personal engagement. There was no effort to elevate the dining experience beyond the bare minimum.

Exceptional Customer Experience
The entire dining experience is seamless: the customer was able to reserve a table online, was welcomed warmly upon arrival, enjoyed a thoughtfully designed ambiance, found the food to be both delicious and beautifully presented, and received a personalized thank-you note after dining.

Even minor details, like the waiter's memory of their preferences from a previous visit, make the experience exceptional.

Debrief - The server focused on creating an exceptional customer experience, going beyond just service.

By acknowledging the couple's anniversary, offering personalized touches like a complimentary dessert, and maintaining a proactive, warm, and attentive attitude, the server transformed the interaction into a memorable occasion. This elevated the couple's emotional connection to the restaurant, leading to satisfaction, loyalty, and positive word-of-mouth.

GENERAL JOB GUIDELINES AND RESPONSIBILITIES

- When people go out to eat, they want to relax. They want you to help them decide what to eat, when to order, what to drink, etc. You are there to fulfil their needs. Don't be pushy, do be confident. Often a customer is nervous. It is your job to make guests feel comfortable, so comfortable they want to come back.

- Don't be afraid of customers. 90% of the people dining out won't notice a small mistake. Be relaxed, but alert, and efficient. Always be in control of a situation. Be strong, yet polite. Always be yourself.

- When taking an order, always look the customer directly in the eyes, and stand erect. Never lean or write on the table. Never crouch down on your knees.

1. Help your customers as much as possible.
2. Clear your mind of everything except work when you walk in the door. When you're at the table make sure your mind is at the table too. Guests can tell when their server is not totally mentally present with them, and it has a negative impact on the customers' experience and the server's tip.
3. A customer is not dependent upon us -- we are dependent upon them.
4. A customer is there for a purpose, we are not doing them a favour by serving them.
5. A customer is part of our business -- not an outsider.
6. A customer is not a cold statistic -- they are a flesh and blood human being with feelings and emotions, like our own.
7. A customer is a person who brings us their wants or needs -- it is our job to fill those wants. They deserve the most courteous and attentive treatment we can give them.
8. Some customers bring baggage with them. You must be able to serve and handle many different types of customers, for example, angry customers.

Chapter 2

UNDERSTANDING/KNOWING YOURSELF

A customer journey begins with an **employee journey**. Employees are the backbone of any customer experience, and those who are treated well will, in turn, treat customers well. If employees are treated poorly, their interactions with customers will likely reflect that negativity. Therefore, evaluating whether your employer is taking care of you is essential.

Balancing the employee journey with the customer journey is crucial. This means caring for employees while also focusing on financial outcomes, profits, branding, reputation, and shareholder value. Employees are, first and foremost, human beings and, secondly, individuals with unique needs and differences.

Exceptional service is rare. While many can serve, few can do so exceptionally well. The critical challenge for organisations is to recruit, hire, retain, and empower their employees effectively.

Secret 2 – Employee happiness is crucial to business success
Organisations should understand employee needs, aspirations, talents, and happiness factors.

According to a survey of over 500 restaurant owners on restaurantowner.com, 70% stated that teaching or training employees in basic social skills such as smiling, eye contact, attitude, and conversational skills is important.

Additionally, 80% of these owners indicated that hiring the right person for the job is the most crucial part of this process.

HOW WELL DO YOU KNOW YOURSELF?

Selling is not just for salespeople; everyone exchanges something for mutual benefit. We all want something, and we attend educational institutions to learn the skills of selling.

To earn a living, we sell our skills, expertise, and knowledge, expecting employers to reward us for our labour. Our communication and interpersonal skills are competitive battlegrounds for employers who want to recognize and **incentivize** optimal performance.

In the hospitality and travel industry, only about 10% of the general population is naturally inclined to serve others, with 60% who can be trained to serve, and 30% who do not fit into hospitality roles.

Knowing yourself is an essential interpersonal skill for any employee. It involves understanding your strengths, weaknesses, and talents. It is also a prerequisite for understanding customers and distinguishing between average and exceptional service. If you are unhappy, it is likely that you won't be able to make others happy, and customers can easily detect insincerity.

Knowing yourself means understanding everything about you. It is a powerful way to distinguish yourself from those who do not understand their life's purpose. If you think death is a tragic event, consider the tragedy of not knowing oneself.

SERVING IS A CALLING

Many frontline workers—such as waiters, teachers, nurses, social workers, and doctors—view their roles as callings rather than just jobs. Their commitment and interest in serving others make them impactful. Their professional roles go beyond making money, extending to a deeper sense of purpose.

"Recruiters need to identify candidates whose personality and background make them inclined to the right modes of behaviour. Even in an age where automation and self-service are more commonplace, the personal touch is still vital."
- Richard McCrossan

SECRET 3: PLANTING THE SEEDS OF EMPATHY

Empathy is the ability to feel what others feel; to understand their situation as if it were your own. It means putting yourself in someone else's shoes. The goal of empathy is to build a solid foundation for a safe, caring, and inclusive society. Human beings crave attention, being liked, and respected. They feel loyal to the brands they love, just as they feel loyal to friends and family.

Empathy is the number one secret to success in the hospitality and travel industry, followed by respect, confidence, trust, and understanding. Unlike empathy, sympathy expresses regret and feeling sorry for a customer.

Don’t feel sorry for your customers.

Show them empathy, and you won’t need to feel sorry in the first place.

Two Scenarios:

Scenario 1
"John, your performance over the past few weeks was poor. You have been inattentive and show no interest. You need to pull up your socks. There’s high unemployment out there..."

Scenario 2
"John, I am worried about your performance over the past few weeks. I have also observed changes in your behaviour. Is there something you want to share with me that is troubling you?”

FOR THE EMPLOYERS.....

EMPLOYEE TRAINING NEEDS

In an ever-changing marketplace, customer preferences and expectations will continue to evolve. Ongoing staff training is essential for restaurants to remain competitive, adaptable, and aligned with current trends. By investing in the continuous development of their team, restaurants can deliver enhanced, personalized experiences that not only meet but exceed customer expectations, driving long-term success and loyalty.

KEY AREAS OF FOCUS

- **Know & Attract**: Identify the skills needed in response to technology and growing trends; attract and retain core skills; foster a diverse talent pool.
- **Learn & Grow**: View learning as a strategic investment; develop talent and reskill staff.
- **Lead & Engage**: Foster employee engagement and a sense of belonging; create a sense of purpose and a meaningful work experience.

REGULAR EMPLOYEE FEEDBACK

With the growing importance of customer feedback, it's essential to train staff to interpret and act on insights from reviews and surveys. Ongoing training can help staff adjust their behaviour and service delivery based on direct customer feedback, leading to continuous improvement in customer satisfaction.

Continuous employee assessment is essential. Managers and supervisors must be open to suggestions from various teams. Allow staff to share their own experiences on how engaged they are, how they want to become engaged, and how they see the delivery of exceptional service. Customers can tell within seconds whether they are dealing with a committed, engaged employee.

Most frontline or service staff work under very stressful conditions. This can cause a less-than-perfect attitude when they run into a challenging customer. Stress, for example, can lead to maladaptive behaviour and result in substance abuse, depression, aggression, and behavioural sublimation. It is the responsibility of managers and supervisors to spot any unusual staff behaviour and address it. In the long run, this is an investment in an organisation's most treasured asset: its employees.

TOP 5 THINGS A RESTAURANT MANAGER OR TEAM LEADER SHOULD KNOW

- **Become Authentic**: Authentic leaders attract people. Appreciate and be grateful because customers pay your bills. They do you a favour. Love them. Serve them.

- **Become an Organisational Mirror**: Employees look up to you. Be an example and walk the walk. Be visible all the time.

- **Treat Employees as Customers**: If you expect your staff to make customers happy, then you have a responsibility to make your staff happy. Assist your frontline teams when it gets too busy. Show appreciation and don't yell at them. Turn complaints into opportunities – nobody is perfect. Allay fears and allow your staff to commit mistakes and learn from them. Admit when you are wrong and turn negative publicity into a learning experience.

- **Become Vulnerable to Your Employees**: Let them share their own life journeys. In return, they will trust you. This is what servant leadership is all about.

- **Lead, Manage, and Become Accountable to the People You Serve**: Effective leadership involves being accountable and responsible for the well-being and success of your team.

UNDERSTANDING AND OVERCOMING STRESS

- Serving others can become stressful, and overcoming stress is part of everyone's life journey. Stress inhibits our ability and capacity to serve others effectively. Our bodies use defense mechanisms when we confront physical or psychological threats.

- The way we react to stressful situations differs from person to person. When physical or psychological demands become extreme, our brains alert the hypothalamus gland (at the base of the brain), which triggers a complex chain of events known as the fight-or-flight mechanism. This response puts your body on red alert: the heart pumps faster to get more blood to the muscles, and breathing becomes rapid to get more oxygen into the bloodstream.

- Understanding stress is part of knowing yourself. It is about taking control of stressful situations and prioritizing your well-being. It is about recognizing how to react when confronted with any stressful situation. Employees often bring personal "baggage" into their work environment, which can lead to a stressful and toxic working environment. Organizations need to implement mechanisms and interventions to address this baggage and foster a healthier work environment.

MINDFULNESS

Employees cannot uplift themselves and maintain smiles all day long because they are not machines. Employers should invest in mindfulness programs, such as meditation, to help employees calm and restore their spirits.

"Mindfulness is the art of using your senses to be awake in the present moment." - Stang

Example
A waiter learning to take a breath before approaching to serve irritated guests at a dinner table.

Restaurants can provide self-care toolkits designed to assist employees in coping with stressful situations, calming their minds, and regulating difficult emotions. Employee wellness is an integral part of the employee journey. Staff can learn mindful listening skills to be more attentive to the body language of irate customers.

GOING THE EXTRA MILE

Going the extra mile is something that cannot be expected, planned, or predicted. It's about wanting customers to always remember how doing a little extra made them feel.

"76% of customers expect companies (restaurants) to know their needs and expectations, be a mind reader."
- Shabat

Customer experience is the most important feature for any business that aims to succeed. Giving a customer a WOW experience involves performing random acts of kindness, such as resolving customer issues faster, providing regular updates, and thanking customers for their ongoing support. A WOW experience is an ingredient for success and customer loyalty. Remember, loyalty brings the revenue your business needs.

Customer experience is not rocket science, yet it is a deep subject. Exceptional customer experience is complex and emotionally transactional. A mere smile or just being nice does not equate to exceptional service. Little things matter.

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." *- Maya Angelou*



THE RIGHT-LOOKING ENVIRONMENT

Your physical environment says a lot about what you think of your customers. Ambience significantly impacts customer moods and behaviour. For instance, a dirty restaurant floor is an absolute turnoff.

Personal Appearance Matters
How your employees look—clothes, hair, facial expression, and posture—matters because customers form perceptions based on what they see. Visual appearance is a crucial aspect of customer service.

Décor
Interior design can have a psychological effect on a customer. Minor changes to colours, layout, quality of music and sound, and fabrics can easily improve the mood and evoke positive feelings in customers.

Ambience and Neatness
The overall feeling or mood that connects a customer to a specific person or place is essential. Your appearance and personal grooming have a big impact on customers.

Loose-hanging or untucked shirts, long fingernails, messy hair, and body odour all leave a lasting impression, and one that isn't positive. ***First impressions last—neatness is key***. In this way, customers can see how organized, neat, and competent you are.

Influence and Inspiration
It takes a touch of magic from managers and supervisors to inspire, empower, and motivate their teams to deliver quality or exceptional service to customers. Happy and motivated employees make customer service work because they make those choices. They don't consult with their supervisors or managers; they take decisions right there and do something extraordinary.

Performance Culture
Treat your employees well, and they in turn will treat you and customers well. Several studies show a correlation between employee happiness and company performance. High job satisfaction is linked to performance, which is linked to higher profits, employee morale, and loyalty. Simply put:

> ***"When you prioritize your team, your team will prioritize you."*** *- Lomenick*

When you serve others, you sign a personal oath, a personal commitment. Knowing yourself is part of this journey.



PERSONAL APPEARANCE GUIDELINES

Your overall image is the restaurant's image. You make a distinct impression on each of the guests, and the image you create can enhance or detract from the overall concept and the way the restaurant is perceived.

As someone entrusted with handling guests' needs, you must always reflect cleanliness and wholesomeness. Always remember:

- **Uniform**: You are responsible for always keeping your uniform neat and clean. There is no excuse for reporting to work out of uniform.

- **Scent-Free**: Do not wear scented lotion on your hands, as it clings to glassware.
  Smile: A smile is part of your uniform.

- **Professional Conduct**: At no time will employees chew gum or eat while in the public areas of our restaurant.
  Grooming: Do not report to work with an un-pressed or dirty uniform, or unkempt hair.

- **Uniform Standards**: When you walk through the front door of the restaurant, "YOU ARE ON." Your designated uniform also includes a contagious, enthusiastic attitude.

  You are required to enter and leave the building for your shift in full uniform.

UNDERSTANDING YOUR CUSTOMERS

Types of Diners

Customers come from various backgrounds with different expectations. Recognizing these types of diners helps you tailor your service to meet their needs:

Regulars: These are people who visit often and expect a consistent level of service. They appreciate being recognized and having their preferences remembered.

Tourists: These guests are likely unfamiliar with the menu and may need more guidance. They often appreciate recommendations and explanations of local specialties.

Families: Diners with children who may prioritize fast service or kid-friendly options. Creating a welcoming environment for families can include providing highchairs, children's menus, and crayons.

Business Diners: Individuals who may prefer a quieter experience for meetings or business discussions. They value prompt service and a professional atmosphere conducive to conversation.

Customer Psychology and Expectations

Understanding the psychology behind dining is crucial for delivering an exceptional customer experience. Here are key points to consider:

- **Customer Expectations**: Customers expect a dining experience that meets or exceeds their expectations in terms of food quality, ambiance, and service.
- **Adjusting Service**: Tailor your service based on customers' mood, body language, and behaviour. For example, if a customer seems indecisive, offer recommendations confidently but without pressure.



NEUROSCIENCE AND CUSTOMER UNDERSTANDING

Perception is everything in delivering an exceptional customer experience. Consumer behaviour is key to understanding what people want and how they want to be served. People use a combination of analysis and emotions to make decisions. According to a study published by the Harvard Business Review, customer value increases as customers become more emotionally connected.

Neuroscientists use techniques to scan customer brains and obtain images to understand customer perceptions.

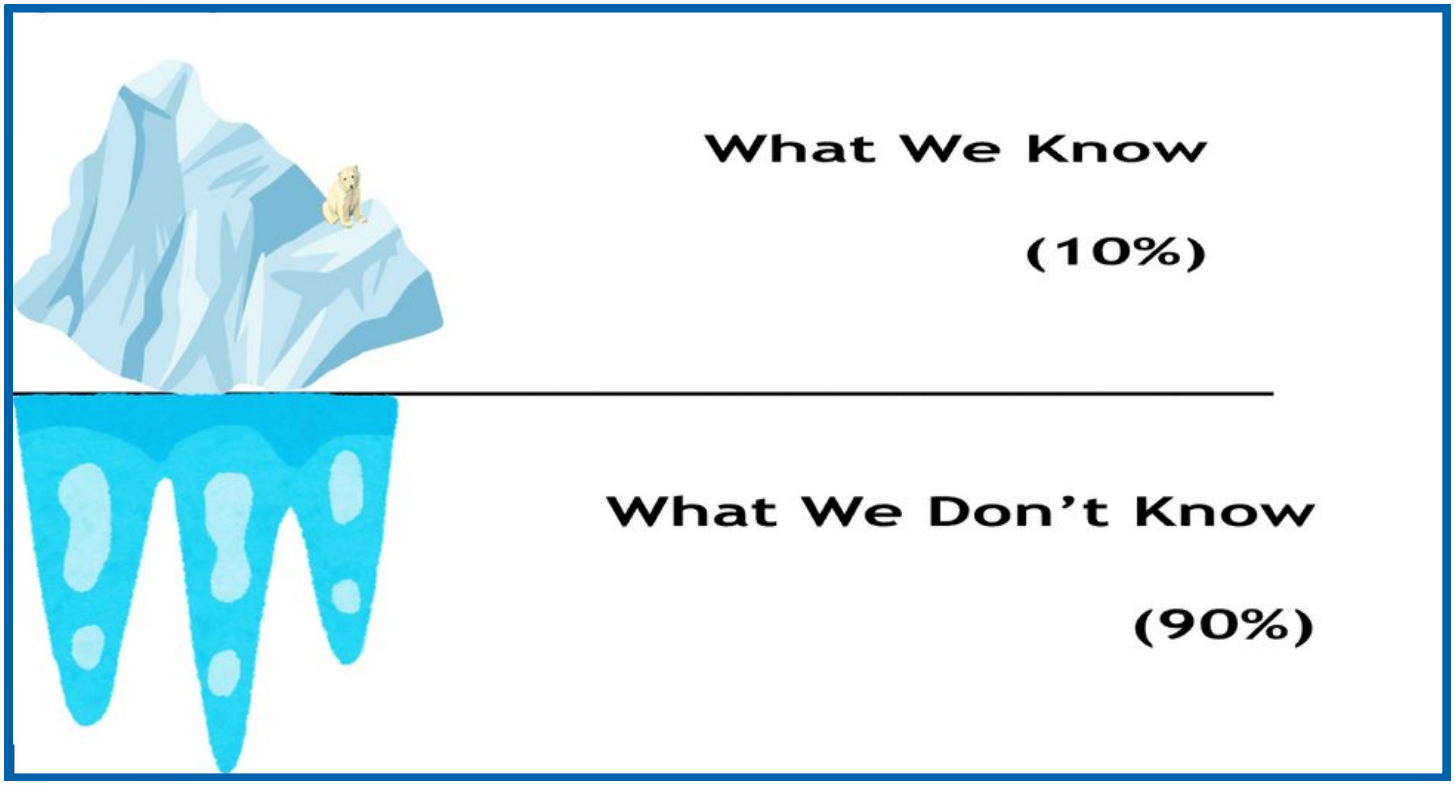
Companies like **Amazon** use these techniques to understand their customers' needs and design products or re-design products accordingly.

Customer's Wiring

Our customers' brains are wired to the choices they make and decisions they take. Like an iceberg, we only see the tip when a customer enters the restaurant. We can't see what they think or feel. It is crucial to pay attention to the flow of information from the customers' senses to their brain areas that create their perceptions of the world. Observing real-time customer behaviour—whether they are entering, seating at a bar, or waiting to be served—is invaluable.

WE ONLY KNOW WHAT WE KNOW. IN CUSTOMER EXPERIENCE, WE STRIVE TO KNOW MORE ABOUT THE UNKNOWNS.

ICEBERG MODEL



The iceberg model illustrates that visible actions and decisions (the tip of the iceberg) are driven by deeper, unseen elements like beliefs, assumptions, values, and paradigms (the submerged part).

These underlying factors shape how you perceive situations and decide based on what you see or hear or feel. To understand a situation, you must look beneath the surface to uncover these hidden influences.

A customer is part of our business, not an outsider.



ANTICIPATING AND ADDRESSING CUSTOMER NEEDS

Proactively read and meet customer expectations by welcoming and seating customers, refilling drinks, and adjusting the pacing of courses. Here are some techniques:

- **Emotional Intelligence**: Identify customers' emotions and respond appropriately.
- **Active Listening**: Listen to what customers are saying and respond thoughtfully.
- **Recognizing Cues**: Pay attention to verbal and non-verbal cues.
- **Contextual Understanding**: Understand customer needs based on their context, such as tourists, families, or business professionals.

Understanding the psychology of customers—how they think and what they want—is the foundation of an exceptional customer experience journey. Remember, a customer journey is not always smooth, but anticipating and addressing their needs can significantly enhance their dining experience.

EXERCISE RESPONSES

Making Customer Experience Smoother

- **Personalization**: One way I made customers' experiences smoother was by personalizing their service. For instance, remembering regular customers' names and their usual orders created a welcoming and familiar environment. This small touch often made them feel valued and recognized, enhancing their overall dining experience.

- **Efficient Problem-Solving**: Another way was by addressing any issues promptly and efficiently.

For example, if a customer had a complaint about their meal, I ensured that it was resolved quickly by either replacing the dish or offering a complimentary item. This approach not only solved the immediate problem but also demonstrated our commitment to customer satisfaction.

ROLE-PLAYING CUSTOMER SCENARIOS

Scenario 1: A Frustrated Customer

Customer: "I've been waiting for my order for over 30 minutes! This is unacceptable."

You: "I am really sorry for the delay. Let me check with the kitchen right away and see what's causing the hold-up. I appreciate your patience, and I'll make sure your order is prioritized."

Resolution: The employee checks with the kitchen, ensures the order is expedited, and offers a complimentary drink or dessert as an apology for the inconvenience.

Scenario 2: A Regular Customer

Customer: "Hey there, just the usual for me today, thanks!"

You: "Of course, Mr. Kunene! Your favourite pasta dish coming right up. Would you like the same drink as well?"

Resolution: The employee preps the order promptly, and perhaps engages in light, friendly conversation, reinforcing the rapport and making the regular customer feel appreciated.

Scenario 3: A Tourist Unfamiliar with the Menu

Customer: "Hi, I'm not sure what to order. Can you recommend something popular?"

You: "Absolutely! Our most popular dish is the grilled salmon with a side of seasonal vegetables. If you prefer something lighter, our garden salad with house-made dressing is a customer favourite. Would you like to hear about our specials today?"

Resolution: The employee provides clear and helpful recommendations, possibly offering a sample or a detailed explanation of dishes, ensuring the tourist feels confident and satisfied with their choice.

OBSERVING A CUSTOMER'S MENTAL STATUS



Observing a customer's mental status is crucial for enhancing their experience. Here are some key aspects to consider:

- **Anger**: Look for signs such as clenched fists, furrowed brows, or a raised voice. Respond calmly and offer solutions to de-escalate the situation.
- **Sadness**: Notice if the customer appears withdrawn, has a downcast expression, or speaks in a low tone. Show empathy and offer a kind word or a gesture to improve their mood.
- **Tone of Voice**: Pay attention to whether their tone is sharp, neutral, or cheerful. This can give clues about their current emotional state.
- **Speech**: Is their speech fast and pressured, indicating stress, or slow and hesitant, indicating hesitance or discomfort?
- **Facial Expression**: A smile can indicate satisfaction, while a frown or grimace may indicate displeasure.
- **Body Language**: Crossed arms might suggest defensiveness, while an open posture could indicate a relaxed state.

By being mindful of these indicators, you can tailor your service to meet the customer's needs more effectively, enhancing their overall experience without intruding on their personal space.

Chapter 3

COMMUNICATION AND EMPATHY

Active Listening Skills
Listening is more than hearing words; it's understanding the customer's needs. This section covers:

- How to listen effectively to understand customer preferences and concerns.
- Reflective listening techniques: repeating key details to confirm understanding.

Verbal and Non-verbal Communication
Both what you say and how you say it impacts CX:

- The tone, pace, and warmth of your voice.
- Body language tips: eye contact, posture, and facial expressions.

Creating Positive Interactions Through Empathy
Empathy is key to delivering excellent customer service. This section includes:

- Understanding the customer's perspective and emotional state.

Exercise
Role-play a scenario where a customer is upset. How would you empathize and resolve the issue?

Effective Communication
How you can develop strong communication skills for positive interactions:

- Greeting customers warmly and making a great first impression
- Tone of voice and body language
- Personalizing service without being intrusive
- Handling complaints gracefully

Exercise

Practice delivering clear and friendly greetings, upselling menu items, and responding to complaints in mock situations.

Chapter 4

PERSONALIZED SERVICE

Immediately acknowledge all new customers entering the main entrance. Regardless of how busy you are, it’s essential to let customers know they are seen and valued. Greet all new customers within one minute.
If your hands are full, a simple pause, smile, and "Hi, I'll be with you in just a minute" can suffice, making customers feel important and relaxed.

Approaching a Table

When approaching a table, the objective is to make guests feel welcome and confident in knowing you're there to take care of them.

Here are some suggestions:

1. Focus on the Guests: Don't start by giving your name. Make them feel welcome and that they’ve made a good decision to dine at your restaurant. Be observant and sincere. You can share your name later in the meal.
2. Check on the Food: After delivering food, give the customers a few minutes to try the dish before checking in. Ask specific questions about their meal to show genuine concern and readiness to correct any issues.
3. Enhancing the Experience: Be aware of what might elevate the guests' experience. Be relaxed, friendly, polite, and professional. Suggest extras like appetizers or sides based on what you genuinely think will enhance their meal.
4. Menu Knowledge: Know everything on the menu, including ingredients and pairings. This knowledge will be reinforced during initial training and pre-shift meetings.
5. Suggest Premium Liquor: Offering premium liquor in cocktails can improve the taste, increase tips, and enhance the overall dining experience.
6. Timely Drink Service: Get the guests' first drinks to them within five minutes of taking the order.
7. Appetizer Suggestions: Suggest specific appetizers before leaving the table for the first drink order to save time and steps.
8. Use Guests' Names: Learn and use guests' names appropriately. Always use formal titles unless told otherwise.
9. Make Specific Suggestions: At each step of the meal, make specific suggestions if appropriate. Focus on showing guests a marvelous time rather than just increasing the check amount. Delighted guests are more likely to return.

By implementing these strategies, you can create a personalized, efficient, and memorable dining experience that fosters customer loyalty and satisfaction.

CRITICALLY IMPORTANT!!

Remembering Preferences and Building Relationships

Creating a personalized experience builds customer loyalty. This chapter includes strategies to remember regular customers' preferences and anticipate their needs. Building rapport over time makes customers feel valued and recognized, fostering a deeper connection with your establishment.

How to Customize the Dining Experience

Offering personalized recommendations, pairing dishes, and tailoring the service based on customer behaviour and requests can elevate the dining experience. Knowing the menu inside and out enables you to suggest the perfect wine, appetizer, or dessert to complement a customer's meal choice.

Surprise and Delight Techniques
Small gestures that exceed customer expectations, such as complimentary appetizers or remembering a special occasion, can make a big difference. These acts of kindness create memorable experiences that customers will appreciate and talk about.

Exercise
Write down a small gesture you could use to surprise a customer next time you serve them.

Speed and Efficiency without Sacrificing Quality

Balancing quick service with attention to detail is critical. Time management techniques, such as prioritizing tasks and multi-tasking, help maintain efficiency. During busy periods, streamline order-taking and communication with kitchen staff to ensure smooth operation.

Secret 5: Understanding the Needs of Customers

Never assume you know what's best for your customers. People have diverse and complex needs, ranging from self-esteem and recognition to a sense of security and personal fulfilment. Sensitivity to their feelings and preferences is key to mastering customer service. When customers feel understood and valued, they will share more about their preferences, ensuring a personalized and satisfying experience.

Chapter 5

HANDLING DIFFICULT SITUATIONS WITH GRACE

👉 **Dealing with Complaints and Dissatisfied Customers**

Even when things don't go as planned, how you handle the situation matters immensely. Here are some essential techniques for navigating through customer complaints and dissatisfaction:

👉 **Techniques for Diffusing Difficult Situations**: Always approach the issue with a calm demeanour. Listen actively to the customer's concerns without interrupting. This can help to de-escalate the situation and show that you value their feedback.

👉 **Apologizing Effectively Without Being Defensive**: An effective apology acknowledges the customer's experience without making excuses. Use phrases like "I'm sorry for the inconvenience you've faced" rather than "I'm sorry, but..."

👉 **Managing High-stress Moments Calmly**

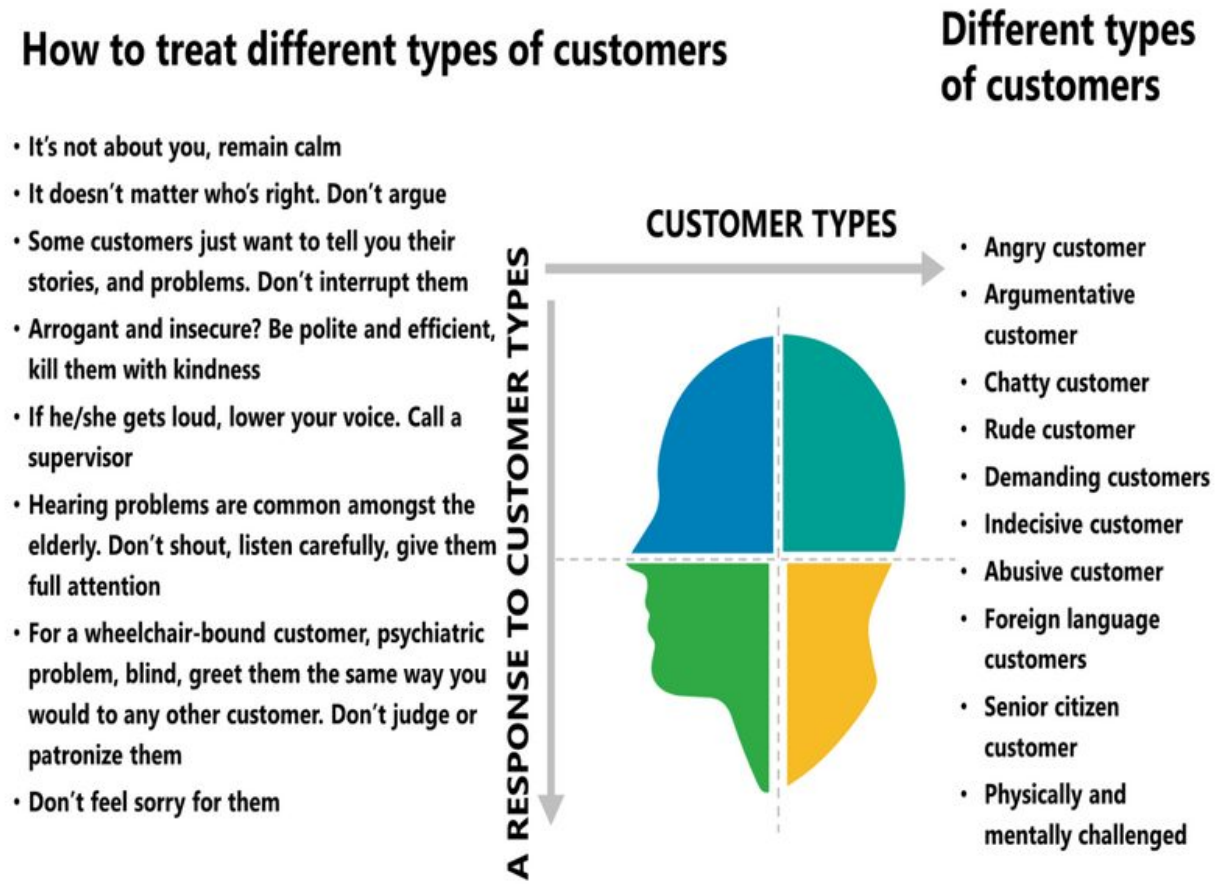
During peak times, staying calm is crucial for maintaining a positive experience for everyone:

👉 **How to Prioritize Tasks During Busy Periods Without Sacrificing Service Quality**: Focus on the most critical tasks first, such as addressing immediate customer needs and ensuring that the flow of service remains smooth. Delegation can also be a valuable tool; assign tasks to team members according to their strengths.

👉 **Turning a Negative Experience into a Positive One**

Tips for Turning Around Dissatisfied Customers: Empower your team to make decisions on the spot to rectify issues. Offering a small gesture, such as a complimentary item or a discount on a future service, can go a long way in turning a negative experience into a positive one.

EXERCISE: HANDLING A COMMON COMPLAINT



Scenario: A customer complains that their food is taking too long.

Script

Customer: "This is ridiculous! I've been waiting for over 30 minutes for my food. What's taking so long?"

You: "I'm really sorry for the delay. I understand how frustrating this must be for you. Let me check on your order right away and see what the hold-up is."
(You go to check the status of the order and return promptly.)

You: "Thank you for your patience. It looks like there was an unexpected delay in the kitchen. I've spoken with the chef, and your order is being prioritized.

We'll have it out to you in the next 5 minutes. In the meantime, can I offer you a complimentary drink or appetizer?"

Customer: "Alright, that sounds good. Thank you for addressing this quickly."
You: "Of course! Your satisfaction is very important to us. I'll be back shortly with your order and the complimentary item."

Understanding Customer Behaviours

Customers can display various attitudes and behaviours depending on their moods. It's crucial to recognize and adapt to these differences to manage each situation effectively.

Knowing Problem Solving

Shep Hyken, a New York Times and Wall Street Journal bestselling author and **Chief Amazement Officer**, emphasizes that every complaint is an opportunity to be unforgettable. Use complaints to your advantage to prove that the customer made the right decision to do business with you. The aim is not just to fix the problem, but to restore confidence. Here are **Hyken's two key steps**:

- Own it: The problem may not be your fault, but now you own it and the responsibility of making your customer happy.
- Act with Urgency: This shows you care and are on top of the situation.

Are You a Problem Solver?

You must always be ready to solve a problem. Remember, customers can be very difficult, and you need to separate yourself from these problems. Do not react to an angry customer; remain composed and in control. Demonstrate empathy by tuning in to the customer, showing them that you care, and putting yourself in their shoes.

By mastering these strategies, you can handle difficult situations with grace, ensuring that every customer leaves with a positive impression of your service.

THE ART OF LISTENING AND CARING IN CUSTOMER SERVICE

Active Listening

- ***Listen, listen, and listen*** - The foundation of excellent customer service lies in truly hearing what your customers are saying. This means giving them your undivided attention, waiting for your turn to speak, and refraining from interrupting them. When customers feel heard, they are more likely to share their true concerns, allowing you to address their actual problems effectively.

- ***Learn about the underlying problem*** - Take the time to understand the root cause of the customer's issue. Active listening involves tuning in to both their words and emotions. Make eye contact and show genuine interest in their complaint. This helps build trust and demonstrates that you care about resolving their issue.

- ***Repeat the problem back*** - To show that you've understood their concern, repeat the problem in your own words. This not only confirms that you have accurately grasped the issue but also reassures the customer that you are committed to finding a solution.

The Hospitality Industry as a Model

The hospitality industry teaches us the importance of active listening. For instance, a waiter or waitress who listens carefully to a customer's order and addresses any issues with grace and courtesy can significantly enhance the dining experience. This level of attentiveness should be the standard for anyone in a service role, whether in customer service, retail, or corporate sales.

Apologizing When Wrong

Provide an unconditional apology - When mistakes happen, a sincere apology is crucial. Avoid making excuses or blaming others. Your body language will reveal insincerity if you are not genuine. Recognize the issue and control your emotions to navigate the situation effectively.
Shift from stress talk to smart talk - Understand that customers can sometimes be upset. Stay calm and composed. If you make a mistake, such as misallocating charges on a bill, don’t stress. Apologize, fix the problem, and ensure it doesn’t happen again.

Dealing with Difficult Customers

Manage emotional responses - When things go wrong, emotions can escalate. Allow customers to vent their frustrations. This can help de-escalate the situation and regain control. Remember, the problem is not about you personally, so don’t take it to heart.

Avoid negative responses - Phrases like "I don’t know" can aggravate customers. Instead, say something like, "I don’t have a solution right now, but I will inform my manager or supervisor straight away." This shows that you are proactive in resolving their issue.

Active problem solving - Gather additional information and work with the customer to identify a viable solution. Ensure they feel in control and don’t promise what you can’t deliver. Honesty and realistic expectations are key to preventing further frustration.

REACHING CONSENSUS

- **Agree** - Come to a mutual agreement on the solution.
- **Commit** - Show your dedication to resolving the issue.
- **Deliver** - Act promptly to implement the agreed solution.

When the Situation Gets Out of Hand

Customer service is not a magic wand. Employees should not tolerate abuse or ill-treatment. Understand that not all customers are the same; some may be rude, arrogant, or even dangerous. Protecting the well-being of employees is paramount.

Case Study: French Waiter

*A tragic incident involving a French waiter shot dead for allegedly being "too slow with a sandwich" underscores the extreme challenges customer-facing staff can encounter. This incident raises the question of whether the notion that "**the customer is always right**" should still hold, given the potential dangers and difficulties faced by employees.*

Providing Feedback

Follow through - After resolving an issue, follow up with the customer to assess their satisfaction. This can be done via phone, email, or their preferred mode of communication. Use this feedback to fix any internal procedures that may have contributed to the problem.

Express gratitude - Thanking customers for their business can leave a lasting positive impression and reinforce their loyalty.

By mastering the art of listening and showing genuine care, you can enhance customer satisfaction, reduce stress, and build a more positive and productive customer service environment.

Chapter 6

EXCEEDING EXPECTATIONS

The battleground for a customer is a feeling or an emotion. Exceeding expectations puts your restaurant ahead of competition.

'Gone are the days when customers were happy just receiving "please" and "thank you" or getting service with a smile. Although those go into the recipe for proper etiquette, it's just not enough. Satisfied customers are looking for a memorable experience and dynamic service where it counts' -
Oscar Kimanuka.

- **Going the extra mile**

Providing service that stands out involves small, thoughtful actions.
Simple ways to exceed customer expectations every time.

- **The Power of small gestures**
Small, personal touches can make a big impact on how a customer feels.

- **Complimentary birthday dessert**: A small token for a special day.

Offering to take photos: Capture special moments for guests.

- **Personal recommendations**: Suggest dishes based on customer preferences.

- **Encouraging repeat visits and building loyalty**

Engaging customers to return can be achieved through:

- **Loyalty programs**: Rewarding regular customers with discounts or freebies.
Remembering names/preferences: Personal touches that make customers feel valued.

- **Creating memorable experiences**
Go above and beyond to create unforgettable dining experiences:
Personalised service: Remembering regulars and accommodating special requests.
Small moments of delight: Complimenting guests or engaging in meaningful conversations.

Exercise
Brainstorm ways to surprise and delight customers with little touches:

Personalised thank-you notes.
Complimentary small treats on special occasions.
Offering a free sample of a new dish.

Customer appreciation
Customer appreciation involves recognizing and valuing customers through personalized interactions, rewards, discounts, special offers, or simple expressions of thanks. This practice helps strengthen relationships, boosts customer satisfaction, increases retention, and can drive positive word-of-mouth recommendations. Unhappy customers may seek better service elsewhere, so showing appreciation is crucial.

Knowing verbal communication
Communication is key to building relationships. Serving is a form of communication, and clarity is vital. Consider the following aspects of verbal communication:

1. Voice and Accent
2. Warm greetings: Start interactions on a positive note.
3. Clarity and audibility: Ensure your message is clear and focused.
4. Confidence: Show confidence in your communication.
5. Tone: Avoid yelling; maintain a calm and friendly tone.
6. Mood and demeanour: Be conscious of your attitude and energy levels.
7. Cultural sensitivity: Adapt to the customer's language and cultural expectations.
8. Blind Spots in Verbal Communication
9. Gender, race, and sexual orientation: Be mindful of prejudices and stereotypes.
10. Social status, age, and culture: Respect cultural differences and preferences.
11. Health condition or disability: Treat all customers with dignity and respect, regardless of their condition.

Knowing non-verbal communication
Non-verbal communication also poses challenges. Small things matter to people, such as eye contact, posture, and appearance. Use this checklist to enhance your non-verbal

1. Cheery smile: Welcome customers warmly.
2. Relaxed demeanour: Make customers feel comfortable.
3. Compliments: Make customers feel good about themselves.
4. Personal touch: Use customers' names if known.
5. Friendly attitude: Be outgoing and empathetic.
6. Sincerity: Ensure your words and body language are in sync.
7. Cultural awareness: Be mindful of cultural norms regarding eye contact and personal space.
8. Posture: Maintain an open and engaged posture.

Key non-verbal communication elements

1. Eye contact: Shows interest and attentiveness.
2. Facial expression: Reflects your mood and can affect customer perceptions.
3. Body posture: Indicates your energy level and interest.
4. Nodding: Demonstrates you are listening without interrupting.

By mastering both verbal and non-verbal communication, you can create a welcoming and memorable experience for your customers, ultimately exceeding their expectations and fostering loyalty.

Chapter 7

CX Metrics and Feedback

The Farewell

When your guests are departing, there are four distinct objectives to ensure they leave with a positive impression:

1. Ensure their experience was pleasurable: Confirm that their time in the restaurant met or exceeded their expectations in terms of ambiance, food quality, and service.
2. Thank them by name for their patronage: Personalize the farewell by using their names, showing that you value their visit.
3. Invite them back for another visit soon: Encourage them to return, making them feel welcome and appreciated.
4. Ensure their last impression is positive: Leave them with a warm and friendly goodbye, reinforcing the positive aspects of their visit.

Importance of Customer Feedback
Customer feedback is a powerful tool for improving service. Here's how you can effectively gather and use it:

How to Gather Feedback in a Non-Intrusive Way

- **Surveys**: Offer short, easy-to-complete surveys at the end of the meal or via email shortly after their visit.
- **Casual Conversations**: Train staff to engage in casual conversations with guests to gather real-time feedback.

Feedback Cards: Provide feedback cards on tables that guests can fill out anonymously.

Techniques for Using Feedback Constructively

Identify Trends: Look for common themes in feedback to pinpoint areas that need improvement.
Self-Reflection: Encourage staff to reflect on feedback and think about how they can personally contribute to better service.

How to Use Feedback to Improve Service
Identify Trends: Regularly review feedback to identify patterns and make informed decisions about necessary changes.

Self-Reflection: Encourage team members to reflect on feedback and consider how they can improve their interactions with guests.

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Understanding Common Customer Experience Metrics
Net Promoter Score (NPS)
NPS helps the restaurant pinpoint specific areas for improvement and understand what drives positive customer experiences.

Core NPS Question:
"On a scale of 0 to 10, how likely are you to recommend our restaurant to a friend or colleague?"

Follow-up Questions:

- What is the primary reason for your rating?
- What aspect of your dining experience did you enjoy the most?
- What could we do to improve your experience?
- How would you rate the quality of the food?
- How would you rate the service you received during your visit?
- How would you describe the ambiance of the restaurant?
- Was there anything that disappointed you during your visit?

Customer Satisfaction Score (CSAT)

CSAT is a quick way to gauge customer satisfaction immediately after a visit.

Core CSAT Question:

"How satisfied were you with your overall dining experience today?"
(Scale: Very Dissatisfied, Dissatisfied, Neutral, Satisfied, Very Satisfied)

Follow-up CSAT Questions:

- How satisfied were you with the quality of the food? (Scale: **Very Dissatisfied to Very Satisfied**)
- How satisfied were you with the speed of service? (Scale: **Very Dissatisfied to Very Satisfied**)
- How satisfied were you with the friendliness of the staff? (Scale: **Very Dissatisfied to Very Satisfied**)
- How satisfied were you with the cleanliness of the restaurant? (Scale: **Very Dissatisfied to Very Satisfied**)
- Did the meal meet your expectations? (**Yes/No**)
- How likely are you to dine with us again? (Scale: **Not Likely, Somewhat Likely, Very Likely**)
- How would you rate the value for money of your meal? (Scale: **Poor, Fair, Good, Very Good, Excellent**)

AVOID LONG SURVEYS:

General Findings (According to the 2024 ACA Study: The State of Customer Service & CX)

1. Survey Length: 67% of customers don’t complete surveys if they are too long. Keep surveys concise.
2. Survey Frequency: 23% of customers stopped doing business with a company because it sent too many surveys. Limit the number of surveys sent.
3. Response Propensity: 74% are more willing to complete a survey after a good experience, while 42% avoid surveys after a negative experience.
4. Timing: 68% said the timing of the survey influences their likelihood of completing it. Surveys sent shortly after the interaction are more likely to be completed. 84% are more likely to respond if the survey is sent shortly after their interaction.

By focusing on these areas, you can enhance your restaurant's service and ensure a positive experience for your guests, encouraging them to return and recommend your establishment to others.

Chapter 9

Final Assessment

Role-play Evaluation

In pairs, simulate a dining experience, incorporating the skills learned (e.g. handling a difficult customer, personalizing service).

Reflection
Write a brief reflection on what you've learned and how you will apply it on the job.

***You**: During this course, I have learned the importance of exceptional customer service in the dining experience. I now understand how crucial it is to handle difficult customers with patience and empathy, ensuring they leave satisfied despite any initial issues.*

Personalizing service by remembering regular customers' preferences and making new guests feel special can make a significant difference in their overall experience.

On the job, I will apply these skills by actively listening to customers, addressing their needs promptly, and maintaining a positive, welcoming attitude at all times.

This approach will not only enhance customer satisfaction but also contribute to building a loyal customer base.

Review Questions

Answer True or False:

1. A customer journey is nothing without an employee journey.
2. Understanding the psychology of a customer is at the heart of exceptional customer experience.
3. The happier the customer, the better the prospects for loyalty and improved revenue growth for my restaurant.
4. Customers are spoilt; they don't deserve great service if they don't pay a tip.
5. Employees are required to conduct clinical mental health assessments of customers.
6. Customer preferences, likes or dislikes, tastes, and needs don't matter most.
7. Customers do, in fact, contribute to paying staff bills through their patronage.
8. The aim is not just to fix customer problems, it's also to restore confidence and trust.
9. It is good practice to build an emotional connection with customers.
10. Customer service is not a one-size-fits-all; it should be personalized and adaptable.

chapter 10

Annexure 1

Pledges by WAITSTAFF

Here's a list of CX (Customer Experience) pledges that restaurant servers can make to enhance the dining experience for guests:

Warm Welcome	"I pledge to greet every guest with a warm smile and friendly demeanor as soon as they arrive."
Personalized Service	"I pledge to listen carefully to each guest's preferences and tailor my service to meet their specific needs."
Attentiveness	"I pledge to be attentive without hovering, ensuring all guest needs are promptly addressed."
Menu Knowledge	"I pledge to have a deep understanding of the menu, ingredients, and preparation methods to assist guests in making informed choices."
Timely Service	"I pledge to deliver orders promptly, ensuring that food arrives hot and drinks are served quickly."
Customer Feedback	"I pledge to actively seek feedback and respond to concerns with empathy and solutions."
Positive Attitude	"I pledge to maintain a positive and professional attitude throughout every interaction with guests."
Anticipating Needs	"I pledge to anticipate guest needs, offering refills, extra condiments, or any additional service before being asked."
Cleanliness	"I pledge to maintain a clean and orderly service area, including tables, utensils, and overall dining space."
Gracious Farewell	"I pledge to thank each guest for dining with us and offer a warm farewell, inviting them to return soon."

These pledges aim to create a memorable and satisfying dining experience, fostering customer loyalty and positive reviews.

Annexure 2

Summary

Feel free to write down what you have learned and how you plan to implement these at your restaurant

1. _____

2. _____

3. _____

4. _____

5. _____

To do list in the next 6 months.

Start to plan your goals based on the tips (‘**Customer Psychology Secrets**”) you have learned ---

1. _____

2. _____

3. _____

4. _____

5. _____