CUSTOMER SERVICE
Benefits of Great Customer Service

• Critical to any successful business

• Productive Happy Employees

• Reputation & Decor

• Increased Patronage

• Comes in many forms
Verbal Communication

- Greeting by Headcounter
- Greeting by Servers
- Servers Clarify Order
- Server Exit Greeting
- Noise Level in Dining Facility
Nonverbal (Visual) Communication

• Clean and orderly entrance
• Headcount Area
• Clean and Attractive Staff Uniforms
• Attractive Menus and serving lines
• Clean Service Areas (Dining Room/Restrooms)
• Body Language of Headcounters or Servers
• Wait Time in Line
• Management Visible in Facility
• Server Places Food on Plate
• Foods Served at Proper temps
• Eye appealing foods
• Pleasant dining atmosphere
Principles

• Employee Satisfaction

• Visible Managers

• Diner/Employee Feedback

• Improving Customer Service Process/ Diner Survey
Employee Satisfaction

- Happy cooks: Happy food

- Unhappy cooks:
  - Less productive
  - Absenteeism
  - High turnover

- Job satisfaction equals positive customer interactions
  - Productivity
  - More Teamwork
Employee Satisfaction

• Survey Employees
  – Survey Questions should get to the heart of the working environment issues
  – Keep it short as possible

• Interpret the Results
  -- Obvious areas of discontent – contributing factors
  – Solutions

• Share the Results
  – Be timely
  – Be candid and direct
  – Tell what will happen next
  – Ask for suggestions
  – Reward your staff for outstanding performance
Employee Satisfaction

• Act on the results
  – Don’t survey if there is no intent to change anything

• Follow-up
  – People, times change, re-survey at regular intervals, no more than twice per year

• See Employee Survey
Employee Survey

- Please place the number under the question that best expresses how you feel about your job:
  - 1/Very Satisfied, 2/Slightly Satisfied, 3/Neutral, 4/Slightly Unsatisfied, 5/Very Unsatisfied
  
  1. The recognition you receive for the work you do.____
  2. The quality of the training you receive.____
  3. The information you receive on policies, procedures & what's going on.____
  4. The opportunity to learn new things.____
  5. Management’s awareness & understanding of your problems.____
  6. Management’s interest in your career development.____
  7. Management’s ability to make your job interesting & fun.____
  8. The amount of enjoyment you get from doing your job.____
  9. The amount of cooperation among your co-workers.____
  10. The way you are treated by management.____

- What do you like best about your job? ________________________________________________

- What do you dislike about your job? ________________________________________________

- What could be done to make your job more enjoyable & rewarding? _________________________

- If you were the Manager, what would you change? ___________________________________
Diner Survey

FOOD SERVICE
Soldier Satisfaction Survey

Each item will be rated on a scale of 1-5; Five being the best and one being the worst. Fill in the circle that best represents your response to the question.

1. I am a meal card holder (SIK) ☐ or paying customer (BAS) ☐

2. My grade is: ☐ E1–E4 ☐ E-5-E6 ☐ E-7-E9 ☐ Officer ☐ Civilian

3. Times per week that I use the:
   - Dining Facility: 0-3 ☐ 4-7 ☐ 8-11 ☐ 12-14 ☐ 15-18 ☐ 19-21
   - Carry out: 0-3 ☐ 4-7 ☐ 8-11 ☐ 12-14 ☐ 15-18 ☐ 19-21

4. Please rate your dining facility on the following:
   - Speed of Headcount
   - Friendliness of servers
   - Menu variety
   - Quality of food
   - Cleanliness of facility

5. Please rate the convenience of the operating hours for your dining facility:
   - Weekday:
   - Weekend:

6. Overall evaluation of my dining facility:

Please feel free to write additional comments:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

THANK YOU, we appreciate your input.
Visible Managers

• The Manager is directly responsible for the diner’s total experience
  – Manager wears many hats
  – Involved in all aspects of the dining facility operation

• The Manager sets and maintains the customer service standards for the dining facility
  – Taking a couple of minutes to work the dining room to stop and ask “How is everything?” Is the key to business success
  – You must be on the front line with the customers earning their respect
  – Smart Managers set the bar high and keep it there
Visible Managers

- Managers must focus on the customer.

- A strong manager models behavior and provides feedback.

- It’s all about the customer.

- Lead by example.
Diner/Employee Feedback

- Walking around asking specific questions
- Diner/Employee meetings
  - Enlisted Dining Facility Advisory Councils/BOSS
- Diner Surveys
- Diner Comment Cards
- Employee Suggestion Cards
Diner/Employee Feedback

- Conduct Written Diner Surveys
  - Determine what your goal is
  - Keep the survey short
  - Don’t over survey diners
  - Post results
  - Contact Diners
  - Keep results, compare to future surveys
  - TAKE ACTION

ACT ON THE RESULTS
Diner/Employee Feedback

• Diner Comment/Employee Suggestion Cards
  – Set up a means of tracking comments/suggestions
    • Encourage ideas!
  – Respond quickly to comment/suggestion
    • Respond directly if they left contact information
  – Post Manager’s response
  
  – Provide follow-up to diner/employees
    • Make sure everyone knows what the priorities are at any given moment
    • Let them know you value their comment and what was done to correct the issue
  – Say Thank-You!
Improving Customer Service Process

Customer Service

Analyze

Train

Teamwork

Follow-up

Do it again
Improving Customer Service Process

• Analyze
  – Get to know your customers
  – Do a “walk-through” of the diners’ experience
  – Focus on areas of improvement

• Train
  – Schedule time to properly train
  – Focus on procedures first, then how to interact with customers
  – Consistency is crucial
Improving Customer Service Process

• Teamwork
  – Spend time with staff
  – Lead by example
  – Hold short team meetings-keep them informed
  – Pay attention to their opinions and suggestions
  – Create atmosphere of support and cooperation not a hostile environment

• Follow Up
  – Set the bar high – Whatever level of service you are willing to accept is what you are going to get
  – Be there – Hands on
  – Be positive & corrective
  – Give focused and specific feedback
Improving Customer Service Process

• Summary

  – Ask your customers and staff to tell you what you can do to improve
  – Tune in and listen closely to their replies
  – Act on suggestions for improvement
  – Never become complacent
Customer Service

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