



Hospitality and Catering

Customer Service

Lesson 6

Improve your knowledge of customer service and understand how to deal with problems.

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What do customers expect?

Every customer expects a certain level of service:

- Prompt and polite service
- Safe and pleasant venue
- Clean and hygienic venue and staff





More expectations

- Value for money
- Exactly what they ordered
- The customer is always right





What do customers need

Customers come with many needs, basic needs are:

- Toilets and accessibility to facilities
- Safe and friendly environment
- Safely handled food and drink





Other customers needs?

Customers come with many needs, basic needs are:

- Dietary needs, allergy problems
- Access to condiments and tableware
- Easy payment methods





Keeping an eye on the customer

Being able to anticipate and respond to what customers need and expect is customer service.



Awareness

Watch customers at every stage of their time with you.

- Disability/access issue
- Listening to their conversations and picking up on queries like dietary needs





More awareness

- Customers may be looking for attention. Don't let them wait too long for you to notice
- Have they finished and ready to pay





How do customers choose?

- How much do they intend to spend?
- Who do they want to impress?
- Do they feel comfortable?





How do customers choose?

- Portion size and healthy options
- How much time do they have?
- Are they prepared to wait?
- Can you influence them?



How to impress the customer?

Customers are only impressed if they feel they have had good service, good food and good value.





Exceeding expectations

- Remembering customers names and favourite drinks
- Providing for children and special needs
- Make them feel special





Complaints do happen

No matter what service you offer there will always be complaints to deal with.





Dealing with complaints

- Keep calm, listen and repeat back the problem so they know you heard
- Know who to go to for help
- Know your company procedure on refunds







Dealing with complaints

- Offer alternatives and future money off deals
- The key is to avoid the customer from generating bad word of mouth for your business

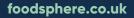




More on complaints

- Learn the complaint procedure
- Protect yourself by knowing what to do
- If you are not sure you need to ask for training



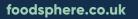






Be the best you can be

- Smile
- Be helpful
- Be friendly







Revision Activity 6

What are the three main ways to impress the customer?