



Hospitality and Catering

# Customer Service

## Lesson 6

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



**CUSTOMER  
SERVICE**



# 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?**