



Hospitality and Catering

# Customer Service

## Lesson 2

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

**CUSTOMER  
SERVICE**



# Types of customers

External customers are the traditional customer which buy food and drink from you.





# Types of customers

Internal customers are different but they must still be treated as customers.

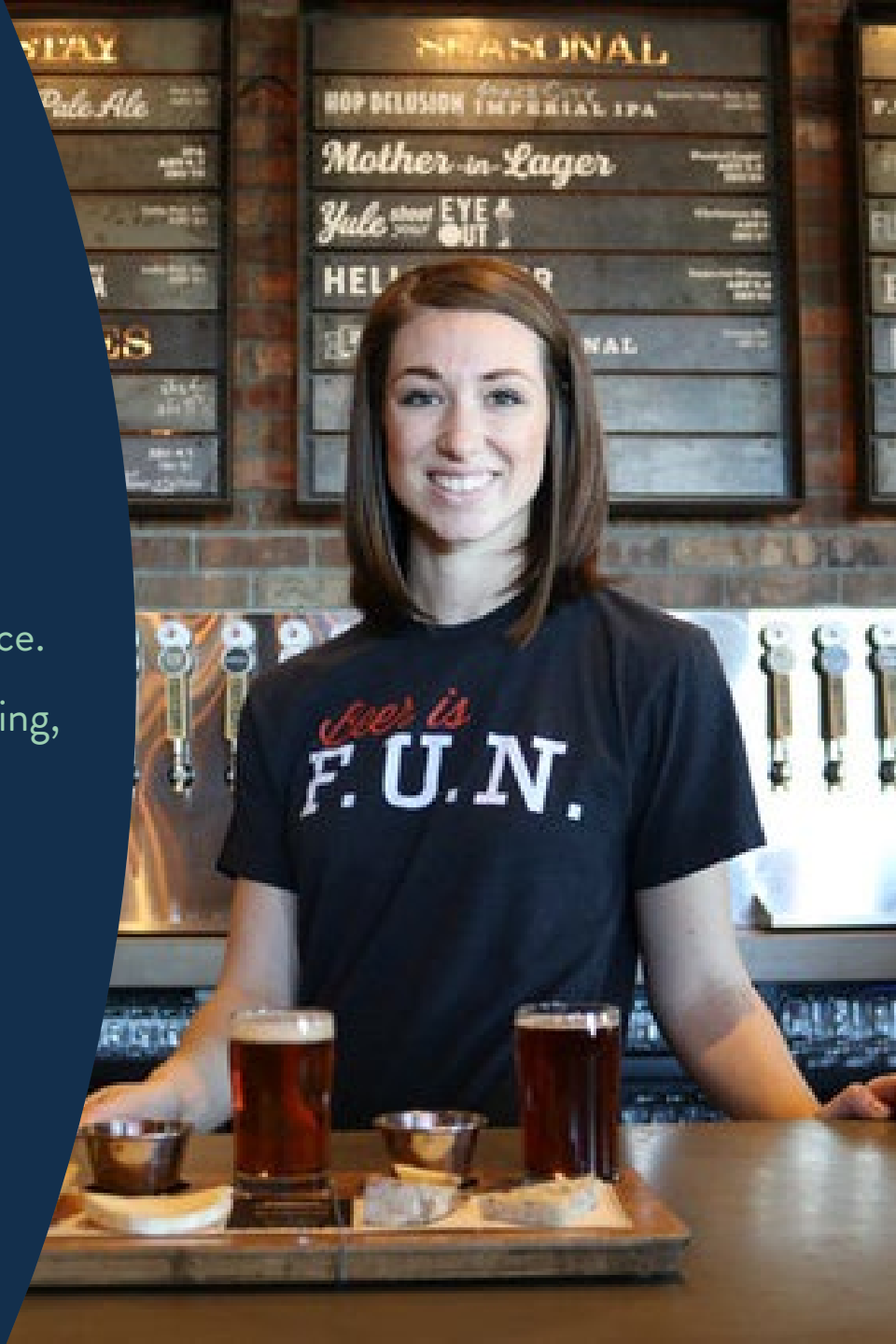
They can be suppliers and other employees. Anyone connected with the business.





# Know what is on the menu

Product knowledge is key to customer service.  
You need to know what is on the menu, pricing,  
alternatives and options and dietary needs.





# Tips for understanding the menu

- Take the menu home and read it
- Take a picture of the menu
- Ask friends to test you on the content





# Tips for understanding the menu

- Discuss the menu with your co-worker supervisor/chef/manager
- If you do not know then ask some one else who is working ASAP





# Upselling

Upselling is a term used when you try to sell an upgrade to the customers:

- A more expensive bottle of wine
- An large portion instead of regular





# Know your stuff

Good product knowledge means:

- Happy customers
- Reduced stress for you
- More tips
- Good reputation and word of mouth







# Bad product knowledge means:

- Poor service
- Increased stress for you
- Poor sales
- No repeat business
- Lose shifts – lose job





# Revision Activity 2

How can you learn what is on the menu?