





## Extraordinary Customer Service Quiz

Name: \_\_\_\_\_

Date: \_\_\_\_\_

1. What does the E stand for in EXTRAordinary? \_\_\_\_ (pick one)  
a. Easy Service      b. Every Customer is Greeted      c. Each guest is served
2. You have 20 seconds upon seeing a guest to greet him/her.  
True \_\_\_\_      False \_\_\_\_
3. What does the X stand for in EXTRAordinary? \_\_\_\_ (pick one)  
a. Crossing paths with guests      b. Extra Ketchup      c. Excellent Service
4. Courtesy and pride are two of the six keys of excellent customer service.  
True \_\_\_\_      False \_\_\_\_
5. What does the T stand for in EXTRAordinary? \_\_\_\_ (pick one)  
a. Treat guests with courtesy      b. Take the Time      c. Talk slowly
6. Your body language and how you act communicate to a customer your enthusiasm.  
True \_\_\_\_      False \_\_\_\_
7. What should you be doing throughout the sell? \_\_\_\_ (pick one)  
a. Suggesting more items to purchase  
b. Waiting silently for the customer to choose his selection.  
c. Look bored
8. When you're concluding a sales transaction, you should immediately leave the guest and serve the next, with no parting comment. True \_\_\_\_      False \_\_\_\_
9. What does the A stand for in the EXTRAordinary Service? \_\_\_\_ (pick one)  
a. Always thank your customer      b. Action      c. Always be alert
10. Give an example of how you could WOW! a guest. \_\_\_\_ (pick one)  
a. Ignore the guest  
b. Help the guest with explanation of new menu items  
c. Yawn when the guest approaches
11. Instead of giving the guest the reasons you can't do what the guest wants – how do you start your response? \_\_\_\_ (pick one)  
a. That's not my department.  
b. I don't know.  
c. I understand your complaint and will fix it now!
12. When a Customer complains, what steps should you take? \_\_\_\_ (pick one)  
a. Show concern  
b. Listen and apologize  
c. Take action and resolve the issue  
d. All of the above

By signing below you are saying that you understand our service standards and will provide  
EXTRAordinary Service to every guest.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**MASTER KEY**  
**Extraordinary Customer Service**  
**Quiz**

1. What does the E stand for in EXTRAordinary? **B** (pick one)  
a. Easy Service      **b. Every Customer is Greeted**      c. Each guest is served
2. You have 20 seconds upon seeing a guest to greet him/her.  
True \_\_\_\_\_      **False \_X\_**
3. What does the X stand for in EXTRAordinary? **A** (pick one)  
**a. Crossing paths with guests**      b. Extra Ketchup      c. Excellent Service
4. Courtesy and pride are two of the six keys of excellent customer service.  
**True \_X\_**      False \_\_\_\_\_
5. What does the T stand for in EXTRAordinary? **B** (pick one)  
a. Treat guests with courtesy      **b. Take the Time**      c. Talk slowly
6. Your body language and how you act communicate to a customer your enthusiasm.  
**True \_X\_**      False \_\_\_\_\_
7. What should you be doing throughout the sell? **A** (pick one)  
**a. Suggesting more items to purchase**  
b. Waiting silently for the customer to choose his selection.  
c. Look bored
8. When you're concluding a sales transaction, you should immediately leave the guest and serve the next, with no parting comment.      True \_\_\_\_\_      **False \_X\_**
9. What does the A stand for in the EXTRAordinary Service? **A** (pick one)  
**a. Always thank your customer**      b. Action      c. Always be alert
10. Give an example of how you could WOW! a guest. **B** (pick one)  
a. Ignore the guest  
**b. Help the guest with explanation of new menu items**  
c. Yawn when the guest approaches
11. Instead of giving the guest the reasons you can't do what the guest wants – how do you start your response? **C** (pick one)  
a. That's not my department.  
b. I don't know.  
**c. I understand your complaint and will fix it now!**
12. When a Customer complains, what steps should you take? **D** (pick one)  
a. Show concern  
b. Listen and apologize  
c. Take action and resolve the issue  
**d. All of the above**

By signing below you are saying that you understand our service standards and will provide  
EXTRAordinary Service to every guest.

Make sure that all quiz forms are signed and dated.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



EXTRAORDINARY CUSTOMER SERVICE  
CERTIFICATE OF TRAINING

I hereby acknowledge that:

1. I have attended frontline employee training on Customer Service;
2. I understand the requirements and standards reviewed in the training;
3. I understand that every employee is required to comply with the requirements and standards presented in the training;
4. I am committed to being hospitable in all services and encounters with our customers, providing the best customer service possible for our guests and to improve all levels of service for our customers; and
5. I understand that failure to comply with the requirements and standards of the Customer Service training session will subject me to disciplinary action, including dismissal.

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Signature

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Employee Name

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Position

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Location

---

Date



## Extraordinary Customer Service Follow Up Notes

### **DAY ONE**

#### **1. CENTERPLATE VISION AND MISSION STATEMENT:**

Our Vision is to be # 1 Hospitality Company!

- “Centerplate is a place to have a taste and imagination adventure and MORE”
- Customers will RAVE about it
- We will be the answer to busy lifestyles
- Our Service zones will drive growth for the company and our clients
- New, diverse choices that will set us far apart from the competition

Our Mission Statement is: To be the #1 in hospitality; “creating raveable results” by executing extraordinary experiences for our customers and clients and measured by:

- Unmatched quality of our products and services
- Innovative programs
- Client satisfaction
- Profitability of our operations
- Exceptional talent of our people.

#### **2. CENTERED ON QUE<sup>3</sup>ST:**

Our whole focus in Customer Service is to be “Centered on QUE<sup>3</sup>ST” – to demonstrate Quality and Unique food and guest experiences; to Execute Extraordinary Experiences; to be Sustainable to maintain our momentum; and to always work as a Team and operate in a spirit of TEAMWORK. Lets review each letter:

##### **Q [Quality]**

Doing what it takes to ensure that our food, service, management and customer experience are always to the highest standard.

##### **U [Unique]**

Original food and that memorable Centerplate experience. It's why customers love us, and why they always come back for more.

##### **E<sup>3</sup> [Execute Extraordinary Experiences]**

No matter how big or small, every action we take should be focused on excellence.

##### **S [Sustainability]**

By honing our skills, and staying true to our values we'll maintain our momentum.

##### **T [Teamwork]**

From a sampler, to server, to a venue manager to a chef, you've got to have good teamwork or you're not going anywhere.

#### **3. BRAND PROMISE:**

**“Craveable Experiences. Raveable Results.”™**

Our brand promise is to deliver “Craveable Experiences. Raveable Results.”

This is our promise to our clients and customers.

We will execute extraordinary Experiences with Caveable food, programs and services. We will deliver Results for our clients, and the clients will Rave about them to their friends and colleagues. This is our Promise to our customers in our quest to be the #1 Company in Hospitality.

#### **4. CORE VALUES:**

Our Company is committed to providing world class service. Each of us must perform our jobs with integrity or honesty, and demonstrate a Passion to succeed. We must deliver QUALITY in

## Extraordinary Customer Service Follow Up Notes

all we do. We will drive creativity and innovation in our products, services and programs. We will operate in a spirit of partnership, and demonstrate commitment to our clients. These values will make us successful in our promise to deliver "Craveable Experiences. Raveable Results."

### 5. MANDATE:

The Company Mandate is our Challenge to deliver on QUE<sup>3</sup>ST. We must create WOW experiences for our customers, Re-Inspire our employees, create Uncompromising Consistency for our customers, take Pride in all we do, have Courage to deliver on our promises, and demonstrate Intelligent Innovation in our work. If we demonstrate these traits in our work, we will succeed in our vision of being the #1 Company in Hospitality!

Now lets review how we deliver Extraordinary Customer Service!!

### 6. WHO ARE OUR CUSTOMERS:

Our goal is to be #1 in Hospitality! The general term we use to identify persons to whom we provide a service is our CUSTOMERS or guests.

You provide a service to both internal and external people. Internal customers are persons inside the company such as a co-worker or your supervisor. External customers are guests, fans, attendees or other invitees. It is your job to provide excellent customer service to both internal and external customers.

Here are examples of Internal and External Customers.

#### DEPARTMENTS

Culinary, Banquet & Catering  
Concessions  
Retail, Luxury Suites  
Marketing & Sales  
Accounting, Engineering  
Temporary Labor  
Administration  
Human Resources

#### INTERNAL

Line Staff, Supervisors  
Vendors, Office Personnel  
Counter Workers,  
Vendors/Suppliers, Porters

#### EXTERNAL

Community, Families  
Tourists, Centerplate  
Visitors, Civic and  
Community & School  
Groups

Each customer is Unique and an Individual. Our job is to be HOSPITABLE to all customers and execute extraordinary experiences for all!

### 7. What is Service?

Extraordinary customer service is provided when we serve our guests, satisfy their needs and exceed the expectations of our customers. As individuals, customers will have different needs. Your job is to satisfy each of your customer needs, **by creating a memorable experience by offering high quality food, beverage and merchandise services with a responsive, solution – driven effort. We must remember to treat all customers by extending sincere HOSPITALITY, displaying touches of kindness to each guest to make them feel welcome and to make their experience extraordinary.**

Service is:

- To meet and exceed customer expectations of hospitality
- To respond and satisfy the individual needs of our diverse customers – including "random acts of Kindness"
- To create and sustain long lasting relationships with our internal/external customers.
- To source and sell exceptional, food, beverage and merchandise with stellar attitudes.
- To show our customers we care and want to exceed their expectations

Providing excellent service to our customers means showing each customer HOSPITALITY, that we care about each as a person, and are passionate about providing the best in customer service.

Supervisor name: \_\_\_\_\_

Location/Department: \_\_\_\_\_

Date Reviewed: \_\_\_\_\_

# Extraordinary Customer Service Follow Up Notes

## DAY TWO

### 8. What is Quality?

- Doing what it takes to ensure that are food service, management and customer experience are always at the highest standard.
- Providing the BEST food, beverage service, merchandise and entertainment experience.
- Going Beyond Customer's Expectations.
- Creating an atmosphere where everyone plays a critical role in providing QUALITY SERVICE resulting from great Teamwork.

### 9. Respond to Customers' Needs:

Customers' needs may vary – your job is to identify and satisfy their particular needs:

#### Approach and Greeting

- To feel welcomed and comfortable – treat with sincere HOSPITALITY
- To receive timely, prompt service
- To be treated equally and fairly

#### Customer Interaction

- To feel you will take care of the problem
- To express themselves freely without being interrupted or contradicted
- To feel important and be given attention
- To feel a problem is not their fault
- To treat like a welcomed guest in our home

#### Response

- To be remembered and/or recognized
- To know their business is appreciated
- To be respected and shown courtesy and HOSPITALITY

### 10. Your Commitment to EXTRAordinary Service

You must arrive at Work:

- |                            |                                       |
|----------------------------|---------------------------------------|
| • with a POSITIVE ATTITUDE | • well rested                         |
| • well nourished           | • properly groomed                    |
| • in complete uniform      | • ready to "create something special" |

Your commitment to Extraordinary Customer Service includes your commitment to display a positive attitude, and come to work well rested, well fed, well groomed and in complete uniform.

**Leave the concerns and poor attitude at the door when you arrive for work!**

Supervisor name: \_\_\_\_\_

Location/Department: \_\_\_\_\_

Date Reviewed: \_\_\_\_\_

# Extraordinary Customer Service Follow Up Notes

## DAY THREE

### 11. SIX KEYS TO EXCELLENT SERVICE

Now, let's focus on six easy to remember keys to Extraordinary Customer Service. We will review each KEY separately in the next slides.

EXTRAordinary Service Results from

#### SIX KEYS TO EXCELLENT SERVICE

|       |                      |
|-------|----------------------|
| Key 1 | Courtesy             |
| Key 2 | Communication        |
| Key 3 | Pride                |
| Key 4 | Competence/Knowledge |
| Key 5 | Extra Effort         |
| Key 6 | Appearance           |

#### Key 1 Courtesy

- Customers view courtesy as a basic part of service.
- FRIENDLY is key – Demonstrate #1 in HOSPITALITY in all you do!
- The first communication must be positive, friendly and enthusiastic.
- 10/5 Rule: Make eye contact within 10 feet and deliver a warm verbal greeting within 5 feet of each customer.
- Remember the lessons from childhood: Always say please, thank you and yes/no sir/ma'am.

#### Key 2 Communication

Communication is the verbal and nonverbal exchanges we have with customers.

Communication begins with the first smile and eye contact until the enthusiastic "Good bye and thank you." Serve all Guests with warm, sincere HOSPITALITY.

Each step listed here is critical to effective Communication:

- Listen with full concentration
- Clarify when necessary
- Repeat if needed
- Respect
- Reflect-think before speaking
- Reaffirm and confirm when completing the requested task
- Deliver the services, products
- Enthusiastically thank the guest!

#### Key 3 Pride

- Being proud of Centerplate, the food, beverage and merchandise, and the job you do translates to the customer.
- Customers who see and understand **Pride** of ownership respond positively and want to know about your services.
- Ways to Demonstrate **Pride**:
  - Clean Station/Work Area
  - Complete Approved Uniform
  - Express Interest
  - Suggest Options
  - Highlight new menu items

Supervisor name: \_\_\_\_\_

Location/Department: \_\_\_\_\_

Date Reviewed: \_\_\_\_\_

# Extraordinary Customer Service Follow Up Notes

## DAY FOUR

### Key 4 Knowledge/Competence

#### **KNOWLEDGE – Employees must know about**

- Facility Layout
- Vendor location
- Rest Rooms
- Products
- Safety/First Aid
- Security
- Management

#### **COMPETENCE – Employees must demonstrate**

- Efficiency
- Problem Resolution
- Thoroughness and Attention to Detail
- Excellence in Service

### Key 5 Extra Effort-the “WOW” Factor

- We can best serve our guests by going above and beyond in each encounter, and serving each guest in a HOSPITABLE, friendly competent manner.
- **EXTRA-EFFORT** leaves the **BEST** of impressions.
- The extra-effort we extend to customers is the part of EXTRAordinary service that keeps customers coming back.

WOW! Is surprising our guests and exceeds expectations.

WOW! Is doing what others can't (or won't).

WOW! is being HOSPITABLE and welcoming to our customers.

WOW! is the ticket to success. Your success!

EXTRA Effort:

- Helping a customer to his/her seat with his/her selections.
- Calling for assistance for a handicapped guest.
- Explaining new menu items with enthusiasm.
- Keeping your eyes and ears open, and stepping up when extra help is needed.

### Key 6 Appearance

- First impressions are KEY
- Upright Posture
- Excellent Grooming/Hygiene
- Complete Uniform with Name Badge
- SMILE!

Supervisor name: \_\_\_\_\_

Location/Department: \_\_\_\_\_

Date Reviewed: \_\_\_\_\_

# Extraordinary Customer Service Follow Up Notes

**DAY FIVE** pg 1 of 2

## **12. Execute EXTRAordinary Experiences:**

E<sup>3</sup> is our Goal with each customer, so that we focus on excellence and HOSPITALITY in all we do.

EXTRA is an acronym for the service skills that you should perform every time you come in contact with a customer, using the **Six Keys of Service** we just reviewed:

**E** EVERY CUSTOMER IS GREETED  
**X** CROSS PATHS WITH THE CUSTOMER  
**T** TAKE THE TIME  
**R** REMEMBER TO SUGGEST  
**A** ALWAYS THANK YOUR CUSTOMER

### **Every Customer is Greeted**

10/5 Greeting Rule: Make eye contact within 10 feet of guest and offer a verbal greeting within 5 feet of guest.

- **Conversation Greet** – “Good morning, how’s the weather looking out there today?”
  - “Hello! What did you like most about your day?”
  - “Afternoon! Are you having a great day?”
- **Complimentary Greet** – a complimentary greet make the customer feel good!
  - “Hello! I really like that sweater you’re wearing!”
  - “Hi! You have such a cute baby!”
- **Catering/Food Service Greet** – here are some suggestions:
  - “Good Morning, are you attending a private event today?”
  - “Hello, what is the name of your event? Can I help you find your seat or meeting room.”
  - “You look cold, would you like to warm up with our soup of the day or a cup of hot chocolate?”
  - “Hello, it’s sure a hot day out today. Would you like to cool down with some of our great ice cream?”

### **X-Crossing Paths With Customers**

- To determine their needs
- To demonstrate your enthusiasm and positive energy
- To create an exciting memorable experience and demonstrate warm, sincere HOSPITALITY
- To Demonstrate the Centerplate Way – HOSPITALITY!!

### **Take the Time**

- LISTEN to Customers
- Be PATIENT
- LISTEN around you
- WATCH for clues of customer needs
- TAKE ACTION to help the customer
- BE EMPATHETIC to the needs of customers
- SHOW YOU CARE
- Demonstrate HOSPITALITY IN ALL YOU DO!

# Extraordinary Customer Service Follow Up Notes

**DAY FIVE** pg 2 of 2

## **Remember to Suggest**

- Suggest items while the customers are looking at the menu
- Show them the special of the day
- Suggest more items or new additions to the menu
- Deliver a memory
- Demonstrate the variety of our menu
- Educate regarding products

## **Always Thank Your Customers**

Thank your customers and be sincere. This is the last impression they will have of us and our client. BE SINCERE!!

“Thank you”

“Thank you, have a great day!”

“Thanks for coming in early!”

“Thanks for supporting the team today!”

“I hope you had fun today, thank you!”

“Enjoy your meal, thank you!”

Make a Difference. Think how you can change ordinary into EXTRAordinary.

Supervisor name: \_\_\_\_\_

Location/Department: \_\_\_\_\_

Date Reviewed: \_\_\_\_\_

# Extraordinary Customer Service Follow Up Notes

## DAY SIX

### 13. Handling Customer Complaints

#### 1. Greet, Introduce and Show Concern

- Say "Hello," "Welcome," "Good Afternoon," with sincerity.
- Identify yourself by name and state your position.
- Stop what you are doing and pay immediate attention to the customer.
- State that you recognize the situation and them.
- If possible, find a quiet, private place to discuss the situation with the customer.
- Get a manager to help if possible.

#### 2. Listen with Empathy and Apologize

- **LISTEN** carefully to the customers complaint.
- Allow the customer the opportunity to tell the whole situation or and do not interrupt.
- In either case, **SHOW EMPATHY** and **APOLOGIZE** for their inconvenience.
- Refer the customer to the correct manager if you cannot solve the problem.
- Do not pass it off by saying "that's not my job."

#### 3. Gain Additional Information & Confirm

- Obtain more specific information.
- Ask questions beginning **with Who, What, Where, When and How** can I rectify the problem.
- They will encourage a discussion of the problem.
- **CONFIRM** the customer's concern by restating your understanding of the situation to the customer.
- Ask for a confirmation.
- Give options to resolve the problem.

#### 4. Take Action & Check for Satisfaction

- Tell the customer the options that can resolve the problem.
- Act quickly and if possible, do something visible in front of the customer.
- A visual confirmation that you take the problem seriously and are setting the wheels in motion, will reassure the customer.
- Once you have developed solutions to the problem, ask the customer if that will satisfy the concern. You may also ask if they agree with your actions.
- If you have several alternative solutions, allow the customer to make a choice.
- Let the Customer know "We can do that!" or "We can take care of your concern!"

Supervisor name: \_\_\_\_\_

Location/Department: \_\_\_\_\_

Date Reviewed: \_\_\_\_\_



Frontline Customer Service Training 1.27.12



## **Customer Service Training**



## Extraordinary Customer Service

### Notes page 3

Welcome to Frontline Employee Training on Extraordinary Customer Service.

Today we will review the Company's Vision, Mission, and QUE<sup>3</sup>ST strategy, and then review steps to deliver Extraordinary Customer Service.

Let's get started!



## Vision - # 1 Event Hospitality Company!



- “Centerplate is a place to have a taste and imagination adventure and MORE”
- Customers will RAVE about it
- We will be the answer to busy lifestyles
- Our Service zones will drive growth for the company and our clients
- New, diverse choices that will set us far apart from the competition


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### Notes page 4

Centerplate’s Vision is to be #1 in Hospitality! To do this, we must execute on every step of our QUE<sup>3</sup>ST to be the best! We must deliver WORLD CLASS SERVICE to our customers every time we serve or interact with our customers. It is your job as the employees who serve and greet our guests to deliver Extraordinary service in all that you do!

We want our customers to rave about the food and experiences at Centerplate. Centerplate will be the place to have a taste and imagination adventure, and more. We will provide delicious food and beverage services that will be the answer to busy lifestyles. Our service zones will drive growth for the Company and our clients. Our diverse culinary choices and Extraordinary customer service will set us apart from our competition.

Now let’s review our Mission Statement.



## Mission Statement

**To be the most respected and profitable Event Hospitality company in North America. Our success is based on a total commitment to our clients; we continuously strive to enhance their reputation and drive their overall returns through:**

- Unmatched quality of our services
- Innovative nature of our products & programs
- Excellence of our people



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Notes page 5

Our Mission Statement is to “create raveable results” by executing extraordinary experiences for our customers and clients.

Our actions will be measured by

- Unmatched quality of our products and services
- Innovative programs
- Client satisfaction
- Profitability of our operations, and
- Exceptional talent of our people.

Our employees are our most Powerful resource – you deliver the Extraordinary Experiences our clients Rave about!

We will focus on our QUE<sup>3</sup>ST strategy on the next slide.



## Centered on QUE<sup>3</sup>ST

### **Q [Quality]**

Doing what it takes to ensure that our food, service, management and customer experience are always to the highest standard.

### **U [Unique]**

Original food and that memorable Centerplate experience. It's why customers love us, and why they always come back for more.

### **E<sup>3</sup> [Execute Extraordinary Experiences]**

No matter how big or small, every action we take should be focused on excellence.

### **S [Sustainability]**

By honing our skills, and staying true to our values we'll maintain our momentum.

### **T [Teamwork]**

From a sampler, to server, to a venue manager, to a chef, you've got to have good teamwork or you're not going anywhere.

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Notes page 6

Our whole focus in Customer Service is to be “Centered on QUE<sup>3</sup>ST” – to demonstrate Quality and Unique food and guest experiences; to Execute Extraordinary Experiences; to be Sustainable to maintain our momentum; and to always work as a Team and operate in a spirit of TEAMWORK.



## Brand Promise

**“Craveable Experiences.  
Raveable Results.”**



7

Notes page 7

Our brand promise is to deliver “Craveable Experiences. Raveable Results.”

This is our promise to our clients and customers.

We will execute extraordinary Experiences with Craveable food, programs and services. We will deliver Results for our clients, and the clients will Rave about them to their friends and colleagues. This is our Promise to our customers in our quest to be the #1 Company in Hospitality.



## Extraordinary Customer Service

Our customer service training will cover

- Basic Principles
- “Six Keys Steps” leading to Excellent Customer Service
- Standards for EXTRAordinary Service



You are **HOSPITALITY AMBASSADORS** to our guests – your actions lead to improved customer satisfaction, increased return for our clients, higher profits and renewed contracts.

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Notes: pg 8

Our goal is to be the #1 Hospitality company. We must treat our guests with friendly, hospitable service at all times. Our guests are our life blood!

We recognize the valuable contributions our employees have already made in this area. It is upon this strong foundation that we wish to build an even greater awareness of customer service. Our training covers the three topics listed here.

1. Basic Principles
2. “Six Keys Steps” leading to Excellent Customer Service; and
3. Standards for EXTRAordinary Service.

We are in the Hospitality business so excellent customer service is absolutely mandatory!

Training is an important investment in you and Centerplate's success. We recognize our obligation to give you the tools through training to be hospitable in all interactions with our customers. Your actions will drive our success.

You generate and sustain the all-important service relationship with our customers – You are the **Key Link** to our customers.

Now lets review who our customers are – internally and externally.



## Who are our Customers?

### DEPARTMENTS

- Culinary
- Banquet & Catering
- Concessions
- Retail
- Luxury Suites
- Marketing & Sales
- Accounting
- Engineering
- Temporary Labor
- Administration
- Human Resources

### INTERNAL

- Line Staff
- Supervisors
- Vendors
- Office Personnel
- Counter Workers
- Vendors/Suppliers
- Porters



### EXTERNAL

- Patrons & Fans
- Business Community
- Families Tourists
- Centerplate Visitors
- Civic Groups
- Community Groups
- School Groups

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Notes: pg 9

Consider the people you deal with during the working day. The general term we use to identify persons to whom we provide a service is our CUSTOMERS or guests.

You provide a service to both internal and external people. Internal customers are persons inside the company such as a co-worker or your supervisor. External customers are guests, fans, attendees or other invitees. It is your job to provide excellent customer service to both internal and external customers.

Listed here are examples of Internal and External Customers. **[Pause to review]**

Each customer is Unique and an Individual. Our customers are from all walks of life. They have names, families, responsibilities and needs. Without them, we have no reason to be in business.

Our job is to Execute Extraordinary Experiences for our customers!



## What is SERVICE?



- Being an ultimate **Hospitality Ambassador**.
- Meeting and exceeding customer expectations of hospitality.
- Responding and satisfying the individual needs of our diverse customers – including “random acts of kindness.”
- Creating and sustaining long lasting relationships with our internal/external customers.
- Selling and serving exceptional food, beverage and merchandise.

10

Notes: pg 10

Extraordinary customer service is provided when we serve our guests, satisfy their needs and exceed the expectations of our customers. As individuals, customers will have different needs. Your job is to satisfy each of your customer needs, **by creating a memorable experience by offering high quality food, beverage and merchandise services with a responsive, solution – driven effort.** We must remember to treat our customers with sincere “hospitality,” displaying touches of grace and kindness to each guest to ensure their experience is extraordinary.

We refer to the special touches of customer services as “random acts of Kindness” – such as helping a young mother with children and plates of food to their seats.

Providing extraordinary service includes creating long term relationships with our clients and customers and to sell and serve world class food, beverage and merchandise with stellar attitudes!

Providing excellent service to our customers means showing each customer that we care about each as a person, and are passionate about providing the best in customer service, and will exceed their expectations!



## What is SERVICE?

- Being a total solution hospitality ambassador for guests.
- Taking responsibility in answering questions or giving directions.
- Providing a fast, efficient response to a customer's questions or needs.
- Problem solving and satisfying customer concerns.
- Being open to suggestions or feedback.



11

Notes: pg 11

We have listed here some example of extraordinary service – what are some other examples? [Pause to discuss]

Other examples of extraordinary service include:

- Assisting a handicapped customer to his/her seat with his/her food and beverage.
- Helping a single mother with a lively young family to a table.
- Offering suggestions regarding vegetarian offerings.
- Making a “special” sandwich for a customer upon request.
- Leading a customer to a location in the venue, rather than pointing on the direction of it.



## What is QUALITY?

- Ensuring that are food service, management and customer experiences are always at the highest standard.
- Providing the BEST food, beverage service, merchandise and entertainment experience.
- Going beyond Customers' expectations.
- Playing a critical role in providing QUALITY SERVICE resulting from great Teamwork.



12

Notes: pg 12

QUALITY is doing what it takes to ensure that are food service, management and customer experience are always at the highest standard.

QUALITY is providing the BEST of something. At Centerplate, we have made a commitment to QUALITY through our standards, programs and our employees.

QUALITY of service happens when we go beyond our customers expectations.

It takes EVERYONE in the company to consistently provide QUALITY. That is the reason that each of you are so important to us.



## Excellent Customer Service Achieves Great Results



| <u>FOR THE CUSTOMER</u>      | <u>FOR YOU</u>                                                 | <u>FOR CENTERPLATE</u>               |
|------------------------------|----------------------------------------------------------------|--------------------------------------|
| Rewarding experiences        | Receiving a compliment                                         | Higher customer satisfaction service |
| Delicious food and beverages | Receiving a thank-you note                                     | Enhanced reputation                  |
| Memorable events             | Recognition from Supervisor, co-workers colleagues and clients | Repeat and new business              |
| Quality merchandise          | Being promoted                                                 | Higher profits and sales             |
| Value/Quality Relations      | Being rewarded or acknowledged by guests and supervisors       | New account opportunities            |
| Increased excitement         | Positive work atmosphere                                       | Contract renewals                    |
| Great atmosphere             | Improved morale                                                | Keeping clients                      |
| Higher level of enjoyment    | Fewer complaints                                               | Increased customer counts            |
| Entertainment                | Self-satisfaction                                              |                                      |
|                              | Personal growth                                                |                                      |

13

Notes: pg 13

Everyone WINS when you Execute Extraordinary Experiences. Excellent customer service enriches the customers' experience. You also obtain benefits by providing Extraordinary Customer Service such as when you receive a compliment, are proud of your work and work in a rewarding environment. The Company also "wins" from E<sup>3</sup> with satisfied customers, increased sales, reduced employee turnover and respect business.

Listed here are other benefits the customer, you and Centerplate can receive from Extraordinary Customer Service.

[Pause for audience to read]



## Your Attitude Affects Your Behavior

| <u>If you are:</u> |                                                                                   | <u>You will be:</u>                |
|--------------------|-----------------------------------------------------------------------------------|------------------------------------|
| Passionate         |                                                                                   | Willing to Help or Please          |
| Friendly           |                                                                                   | Hospitable                         |
| Smiling            |                                                                                   | Professional                       |
| Courteous          |  | Respectful                         |
| Pleasant           |                                                                                   | Attentive                          |
| Receptive          |                                                                                   | Empathize                          |
| Sincere            |                                                                                   | Dedicated                          |
| Understanding      |                                                                                   | Responsive                         |
| Attentive          |                                                                                   | Proactive                          |
| Empathetic         |                                                                                   | A GREAT HOSPITALITY<br>AMBASSADOR! |



14

Notes: pg 14

Every employee's job is to provide Extraordinary Customer Service no matter what position each holds. The types of attitude and behaviors you use on the job leave an impression on others about how you feel about your job.

To leave the best impression and be effective in customer service, certain attitudes and behaviors must exist when dealing with, customers, co-workers and vendors.

A good start in providing Excellence in Customer Service is having the right ATTITUDE and showing the appropriate BEHAVIORS.

Listed above are the attitudes and behaviors that will lead to Extraordinary Customer Service.

Give some examples of your experiences where your positive attitude resulted in an "E3" moment. [Pause & discuss]

Now let's review how we interact successfully with our customers.



## Detect and Satisfy Customers Needs

### Approach and Greeting

- Make customers feel welcomed and comfortable.
- Provide timely, prompt service.
- Treat customers equally and fairly.



### Customer Interaction

- Show you will take care of the problem.
- Allow them to express themselves freely without being interrupted or contradicted.
- Make customers feel important and give attention.
- Show that a problem is not their fault.

### Your Response

- Customers should be remembered and/or recognized.
- Make customers know their business is appreciated.
- Customers are to be respected and shown courtesy.

15

Notes: pg 15

Each of us must interact with our customers, assess their needs and respond promptly through our actions to provide prompt and specialized service.

**Understanding the needs of our customers is critical.**

Each customer is unique and may have varied needs as shown here.

**[Pause and review each section of the slide and discuss examples of appropriate greetings and results]**



## RESPECT all Customers

**R** Respect  
**E** Energy/enthusiasm  
**S** Smile/Positive attitude  
**P** Passion  
**E** Exceed expectations  
**C** Communication  
**T** Teamwork



16

Notes: pg 16

We must deliver RESPECT to all of our customers.

When we serve our customers with warm hospitality, responsive actions, and friendly enthusiasm, and show passion for our work and a positive attitude, we are providing Extraordinary Customer Service!

Our actions must show **Respect** to our customers and exceed our customers' expectations.

Each of the above skills are critical competencies to Extraordinary Customer Service:

Respect

Energy/Enthusiasm

Smile/Positive attitude

Passion

Exceed expectations

Communication and

Teamwork!



## Your Commitment to EXTRAordinary Service

### Arrive at Work:

- with a POSITIVE ATTITUDE
- well rested
- well nourished
- properly groomed
- in complete uniform
- ready to “execute extraordinary experiences”



17

Notes: pg 17

There are times that we struggle to meet the needs of our customers because of our own needs. Personal factors in our life may greatly affect our job performance, such as family demands or a busy schedule.

You can come prepared for a GREAT day at work if you are:

Demonstrating a positive attitude

Well rested

Well nourished

Properly Groomed

In complete uniform and

Ready to “Execute Extraordinary Experiences.”

Your commitment to Extraordinary Customer Service includes your commitment to display a positive attitude, and come to work well rested, well fed, well groomed and in complete uniform. **Leave any personal concerns and poor attitude at the door when you arrive for work!**



## Customer Expectations

Our commitment to EXTRAordinary Customer Service requires that we satisfy the following Customer Expectations:

- **Value** for their money.
- **High quality** food, beverages, goods and services.
- A **clean, safe** and pleasant environment.
- **Knowledgeable** employees who show interest in their jobs.
- **Courteous, friendly** service - employees who really care.
- **Consistent value**, presentation and great service.
- A **variety** of goods and products.



18

Notes: pg 18

Extraordinary customer service requires that we recognize and satisfy the following Customer Expectations: **The same reasons you return to your favorite store or shop are the same reasons our customers return to us.**

**Our customers want, and we WILL deliver:**

- Value
- Quality
- A Clean environment
- A Pleasant atmosphere
- Knowledgeable employees
- Friendly service
- Interested employees who CARE
- Consistency, and
- Variety.

Extraordinary Customer service also requires you to be able to respond appropriately to challenges you may encounter at work.



## Challenges and Opportunities

As **hospitality ambassadors** to our customers, you will encounter challenges and opportunities to solve will occur:

### People

- Understaffed
- Co-workers absent or tardy
- Vacations of co-workers or other persons
- New employee learning job
- Employees not doing their job
- Laziness or rudeness of employees

### Product

- Not enough supplies/tools to do the job
- Equipment breakdown, failures
- Low inventory

### Process

- Not enough time
- Lack of control or authority
- Poor communication
- Poor mechanics



19

Notes: pg 19

Every job servicing guests involves your reaction to daily challenges. Listed are some examples of challenges we face at work. **[Pause & Review]**

The challenges you may face are varied but you can overcome each.

Its how you respond that defines the exceptional level of service expected at Centerplate-with a positive attitude, caring response and friendly service.

We must all contribute to the best of our abilities in a spirit of TEAMWORK to deliver the HIGHEST service to our guests!



## Opportunities to Respond to Challenges

Every challenge is an OPPORTUNITY

- It's being prepared to serve customers
- It's listening to customers to resolve issues
- It's understanding customers
- It's being responsible for your actions
- It's overcoming any challenge to provide the Best in Service
- It's being memorable
- It's surprising customers
- It's being HOSPITABLE 24/7!



20

Notes: pg 20

Every challenge gives us an opportunity to “WOW” our customers. We must respond positively according to our training to these challenges, and deliver consistent excellent customer service.

We all can deliver an extraordinary experience to customers by stepping up to all challenges, and letting our customers know “We serve you.”

We must be prepared to serve and handle challenges, resolve issues, demonstrate understanding, be responsible and provide “Best of Class” Service. We can and will be memorable, surprise our customers, and be Hospitable 24/7!!

To be the #1 Company in Hospitality, it's our job to be hospitable in every encounter with our customers.

We will now discuss Six Keys to Excellent Customer Service.



## Six KEYS to EXTRAordinary Service

- Key 1    Courtesy
- Key 2    Communication
- Key 3    Pride
- Key 4    Competence/Knowledge
- Key 5    Extra Effort    
- Key 6    Appearance



21

Notes: pg 21

Now, let's focus on six easy to remember keys to Extraordinary Customer Service.  
We will review each KEY separately in the next slides.

The SIX KEYS ARE:

Courtesy  
Communication  
Pride  
Competence/Knowledge  
Extra Effort, and  
Appearance.



## Key 1 Courtesy

- **Hospitality Ambassadors** always show **COURTESY** to customers.
- Courtesy is the single most important behavior a customer expects. We demonstrate **COURTESY** by **WHAT** we say, the **tone** we use and the **GESTURES & ACTIONS WE USE**.
- FRIENDLY is key. 
- Be positive, friendly and enthusiastic.
- 10/5 Rule: Make eye contact within 10 feet and deliver a warm verbal greeting within 5 feet of each customer.
- Always say “please”, “thank you” and “yes ma'am” or “no sir”.



22

Notes: pg 22

Courtesy is treating all customers with politeness and the best of manners.

Courtesy is shown by what we say, the tone we use, and the gestures or actions we use.

A smiling face, and friendly attitude is absolutely critical when interacting with guests.

One rule we must always follow is the 10/5 Rule of Greeting– greet all customers with eye contact when the customer is 10 feet from you, and a friendly greeting as the customer is 5 feet from you.

Courtesy includes the good manners we all learned as children: always remember to say “Please”, “thank you”, “ Yes ma’am” or “no, Sir.”



## Key 1 Courtesy

The “**Friendly**” Factor:

- Friendly results in high sales – and friendly generates repeat business.
- Friendly is a quality, and like all qualities, has varying levels of competency.
- Friendly is a degree. What’s the temperature of friendly in your work place? Is it warm or cold where you work?



OR



**YOU CONTROL THE THERMOSTAT!!!!**

23

Notes: pg 23

We strive to operate daily at a consistently high level of service, largely dependent upon courteous friendly actions towards customers.

All locations must exhibit Key #1 - Courtesy – to all guests, co-workers and business partners.

The Friendly Factor will increase sales and respect business. You determine by your attitude and conduct the level of hospitality you demonstrate at work.

You Control the Thermostat!!



## Key 2 Communication

Effective Communication requires one to:

- Listen
- Clarify
- Repeat
- Respect
- Reaffirm
- Think before speaking
- Deliver goods or information
- “Thank you and hurry back”



24

Notes: pg 24

Communication is the verbal and nonverbal exchanges we have with customers. Communication begins with the first smile and eye contact until the enthusiastic “Good bye and thank you.” Communication is the vehicle for completing the sale and obtaining our goal of excellence.

Each step listed here is critical to effective Communication:

Listen with full concentration,  
Clarify when necessary,  
Repeat if needed,  
Respect,  
Reflect or think before speaking,  
Reaffirm and confirm when completing the requested task,  
Deliver the services and products, and  
Enthusiastically thank the guest!



## Key 2 Communication

- Communicate with enthusiasm and courtesy.
- Always have a **smile** on your face!
- Show a **sense of urgency** in everything you do. It creates **energy** that the guest will notice. They will feel that you are making them your priority over everything else.
- Speak clearly and be sure the guest can hear you. If your voice is heard and has enthusiasm, your guest will feel his concern has merit.



25

Notes: pg 25

Communication is both verbal and nonverbal. What we say and how we act speak volumes to our customers.

Important steps:

- Smile.
- Display a sense of urgency - it creates Energy.
- Use clear and enthusiastic communication.

Example:

Will a customer feel he is served well from a shy concessions worker who is slow to respond and mumbles - OR

from a smiling energetic employee who quickly fills the order, clearly states the order, and counts back the change in a clear manner.

Clear and enthusiastic communication is always important!

Pride is the next Key to Extraordinary Customer Service.



## Key 3 Pride

- Being proud of Centerplate, the food, beverage and merchandise, and the job you do translates to the customer.
- Customers who see and understand **Pride** of ownership respond positively and want to know about your services.
- Ways to Demonstrate **Pride**:
  - Clean Station/Work Area
  - Complete Approved Uniform
  - Express Interest
  - Suggest Options
  - Highlight new menu items



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Notes: pg 26

Pride in one's job and in Centerplate enables the customers to see the excellent service you are providing.

A clean work station, snappy uniform and delicious food are tangible illustrations of Pride in our business.

Suggesting a new menu item tells the customer you are Proud of the food and services we offer.

Explaining how the food is prepared shows Pride in your job and Company.  
Our next Key is "Knowledge and Competence."



## Key 4 Knowledge/Competence

### **KNOWLEDGE – Employees must know about**

- Facility Layout
- Vendor Location
- Rest Rooms
- Products
- Safety/First Aid
- Security
- Management



### **COMPETENCE – Employees must demonstrate**

- Efficiency
- Problem Resolution
- Thoroughness and Attention to Detail
- Excellence in Service

27

Notes: pg 27

All employees must know detailed information about the food, beverage and other services we provide, and must know the listed details about the facility at which one works, such as the location of restrooms, stands, safety, security and management.

Learning as much as we can about our own jobs, the functions of other departments and the total organization increases our knowledge and our ability to provide great service.

People who enjoy what they are doing, usually do it well. Before a person can really enjoy the job, he or she must be Competent in his or her abilities to do every aspect of the job correctly. The efficiency and thoroughness we display in doing our job shows to others our high level of competence.

The fifth Key is “Extra Effort.”



## Key 5 Extra Effort- the “WOW” Factor

**HOSPITALITY AMBASSADORS** go above and beyond in each customer encounter.

The **extra-effort** we extend to customers is the part of EXTRAordinary service that keeps customers coming back.

**WOW!** Is surprising our guests and exceeding expectations.

**WOW!** is doing what others can't (or won't).

**WOW!** is being hospitable and welcoming to our guests!

**WOW! is the ticket to success. Your success!**



28

Notes: pg 28

WHY BE ORDINARY WHEN YOU CAN BE EXTRAORDINARY?

SERVICE IS A FEELING – You know what it is when you get it – so give back the same thing – and more. The simple secret is – don't give any feeling to others you wouldn't want to feel. You know when you're doing a great job, you can feel it. You also know when you you're doing your **BEST**. We want to impress our customers with service that goes beyond what's normally expected. We want to WOW them!! We must be hospitable to our guests at all times – treating them with friendliness, respect and genuine concern or interest!

EXTRA Effort is shown by

- Helping a customer to his/her seat with his/her selections.
- Calling for assistance for a handicapped guest.
- Explaining new menu items with enthusiasm, and
- Keeping your eyes and ears open, and stepping up when extra help is needed.

Now lets talk about Key 6 Appearance.



## Key 6 Appearance

- First impressions are KEY
- Upright Posture
- Excellent Grooming/Hygiene
- Complete Uniform with Name Badge
- SMILE!



29

Notes: pg 29

First impressions are extremely important. It tells the customer how we feel about our job and ourselves. Customers notice the care we use in our personal appearance. An upright posture, confident demeanor and excellent grooming or hygiene signal a First Class Operation and Employee.

In addition, the passion we display in doing our job and the approaches we use when we address customers is key. Be friendly, hospitable and accommodating when serving our customers.

We seldom get a second chance to make a **first** impression.

In addition to the 6 Keys of Extraordinary Customer Service, we will review Keys to going the EXTRA mile to execute extraordinary experiences.



## EXTRAordinary Service

Are you ready to go the EXTRA mile?

**E** EVERY CUSTOMER IS GREETED  
**X** CROSS PATHS WITH THE CUSTOMER  
**T** TAKE THE TIME  
**R** REMEMBER TO SUGGEST  
**A** ALWAYS THANK YOUR CUSTOMER



30

Notes: pg 30

Now let's shift gears and focus on the "EXTRA" in Extraordinary Service.

EXTRAordinary Service is our Goal with each customer, so that we "Execute Extraordinary Experiences" for each customer. This program emphasizes creating memories by being as friendly and proactive as we can, as well as performing our jobs with professionalism and passion.

EXTRA is an acronym for the service skills that you should perform every time you come in contact with a customer.

We all must perform our jobs making sure that we deliver on each step below:

**E** EVERY CUSTOMER IS GREETED  
**X** CROSS PATHS WITH THE CUSTOMER  
**T** TAKE THE TIME  
**R** REMEMBER TO SUGGEST, and  
**A** ALWAYS THANK YOUR CUSTOMER.



## Every Customer is Greeted

**10/5 Greeting Rule:** Make eye contact within 10 feet of guest and offer a verbal greeting within 5 feet of guest.

- **Conversational Greet** – “Good morning, how's the weather looking out there today?”
  - “Hello! What did you like most about your day?”
  - “Afternoon! Are you having a great day?”
- **Complimentary Greet** – a complimentary greet make the customer feel good!
  - “Hello! I really like that sweater you're wearing!”
  - “Hi! You have such a cute baby!”
- **Catering/Food Service Greet** –
  - “Good Morning, are you attending a private event today?”
  - “Hello, what is the name of your event? Can I help you find your seat or meeting room.”
  - “You look cold, would you like to warm up with our soup of the day or a cup of hot chocolate?”
  - “Hello, it's sure a hot day out today. Would you like to cool down with some of our great ice cream?”

31



Notes: pg 31

There are several ways to greet your customers. Here are some simple examples of different types of greetings that you may use when you come in contact with your customers.

Always use the **10/5 Rule**:

**MAKE EYE CONTACT WITH CUSTOMERS AS YOU COME WITHIN 10 FEET OF THE GUEST AND EXTEND A WARM GREETING TO THE GUEST WITHIN 5 FEET OF INTERACTING WITH THE GUEST.**

You can greet customers by making conversation about the weather, event or game, or by complimenting the guest or by offering to assist with event related directions or information .

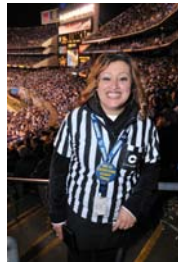
[Give audience time to read all of screen]

[Pause and Ask audience to give examples of each type of greet]



## Crossing Paths With Customers

- To determine their needs
- To demonstrate your enthusiasm and positive energy
- To demonstrate the Centerplate Way – Hospitality! 🍷



32

Notes: pg 32

Crossing paths with our customers is a very important step in providing EXTRAordinary service through effective communicating. Crossing paths is approaching each customer and determining their needs. When approaching each customer, we want to show enthusiasm and energy to create an exciting experience.

It's your job to ensure that everyone that you are in contact with sees in your face and body language that you are happy to help them. Remember that we must treat all customers with warm, sincere Hospitality – - with all the special touches we have discussed today.

For example, if you see customer taking a family picture without one of the family members in it because they are taking the picture, stop what you're doing and offer to take the picture for them. After taking their picture, be sure to suggest to them to visit one of our food stands for a cold/warm drink and to visit the gift store for some great gifts to remember their day.



## Crossing Paths With Customers



APPROACHES TO CUSTOMERS -

- Ask them how their day was.
- Offer them a compliment.
- Ask how you can be of service.



**SCENARIOS:**

Employee is working in their zone and approaches a guest and engages the guest in conversation.

**Employee:** “Hello, how are you doing?”  
**Customer:** “Fine, Thank you!”

**Employee:** “Did you enjoy your day here?”  
**Customer:** “Very much so!”

**Employee:** “What was your favorite experience?”  
**Customer:** “We really enjoyed the Exhibits!”

**Employee:** “So what would you like today?”  
**Customer:** “Do you have fresh sandwiches?”

**Employee:** “Yes we do. Come right over here and I will take care of you!”

33

Notes: pg 33

Similar to greetings, there are several simple ways to **APPROACH** your customers. These are examples on how you can approach them. Remember to be friendly, enthusiastic, and have a lot of ENERGY!

What other examples can the class offer to initiate interaction with customers?

**[Stop & Role Play ways to cross paths with customers to ensure they have an Extraordinary Experience]**



## Crossing Paths With Customers

### DIFFERENT SCENARIOS:

1. When a customer is looking at the menu and is trying to make a decision on what to order, you may want to say the following:

"Hello, how are you doing today? You may want to try today's special, it's...."



2. A dining room attendant may have a conversational approach by saying the following to a customer:

"Hello, I see you have your hands full with the kids, let me carry your tray over to your table for you!"

"Hi, let me hold the door for you."

"Hello, let me clear your table for you."

3. There are opportunities to approach your customers in a catering situation as well:

"I see that your hands are full, what can I bring you to drink today?"

34

Notes: pg 34

Other Approaches work depending on the type of unit you work in.

Here are some examples to discuss in your session.

[Pause and let selected attendees give examples of how to interact/approach a customer in different settings of Your Specific Unit.]

We also must remember to "Take the Time" with our customers.



## Take the Time

- LISTEN to Customers
- Be PATIENT
- LISTEN around you
- WATCH for clues of customer needs
- TAKE ACTION to help the customer
- BE EMPATHETIC to the needs of customers
- SHOW YOU CARE
- DEMONSTRATE HOSPITALITY in all you do!



35

Notes: pg 35

Now that you're greeted, crossed paths by approaching and inquired what your customer needs, you also must "Take The Time" and listen to the customer.

Be patient as they review the menu board or explain their order. Ask questions if you are not clear on their needs.

Listen to their responses. TAKE THE TIME TO LISTEN! What do they want and need?

Make suggestions to add to their experience.

LISTEN AROUND YOU – When you're working, always be aware of all customers that are around you. Keep your ears open to what they are saying. Watch for clues of the customers' needs. Taken action based on the customer's directions.

Be empathetic to the needs and situations of your customers. Take action that shows you care. Demonstrate hospitality in all you do!



## Take the Time



### FOOD SERVICE SCENARIOS:

Customer: "It's really hot today!"

**Your Move:** "We have bottled water and ice cream to cool you off."

Customer: "Don't they have anything healthier than hot dogs and hamburgers?"

**Your Move:** "We have salads and fruit right over here."

### Now it's your turn – **WHAT'S YOUR MOVE???**

Customer: "What nutritious food items do you have for the kids?"

**Your Move:**

---

Customer: "What is new around here? "

**Your Move:**

---

36

Notes: pg 36

Here are some examples of **taking the time** to provide Extraordinary service.

### **[Pause to review slide]**

How would you respond to the last 2 scenarios?

[Pause and discuss these and other scenarios relevant to your unit:

- picture taking
- demonstrating good listening
- Leading a guest to a destination
- Helping solve a complaint ]



## Take the Time

### Catering Scenarios:

Customer: "I don't see the condiments, do you?"

**Your Move:** "Hello. We have provided condiments at each table for you."

Customer: "I'm a vegetarian; I'm wondering if you only have hamburgers?"

**Your Move:** "Hello, I overheard you and we do offer a veggie burger upon request. Would you like me to get one for you?"

Now its your move...

Customer: "Where do we get our drinks?"

**Your Move:** \_\_\_\_\_

Customer: "Do you offer Kosher selections?"

**Your Move:** \_\_\_\_\_

37



Notes: pg 37

Here are even more examples of taking the time to truly serve the customers with hospitality and enthusiasm.

How do you react in the last 2 scenarios?

### [Pause for discussion]

Another tip for going the EXTRA mile is to "Remember to Suggest."



## Remember to Suggest



- Suggest items while the customers are looking at the menu
- Show them the special of the day
- Suggest more items or new additions to the menu
- Deliver a memory
- Demonstrate the variety of our menu
- Educate regarding products

38

Notes: pg 38

By now you've greeted your customer, you've crossed paths and approached, and you've taken the time and listened to their needs.

You now need to take action and provide your customer with what they have requested or ordered. But as you take the order, **REMEMBER TO SUGGEST** additional items to compliment the order:

- specials
- new additions
- desserts
- drinks
- souvenirs.



## Always Thank Your Customers

BE SINCERE!!

***“Thank you!”***  
“Thank you, have a great day!”  
**“Thanks for coming in early!”**  
“Thanks for supporting the team today!”  
**“I hope you had fun today, thank you!”**  
“Enjoy your meal, thank you!”

**Make a Difference:  
Think how you can change ordinary  
into  
EXTRAordinary.**

39



Notes: pg 39

EXTRAordinary! To separate yourself from the competition and everyone else, you must take EXTRAordinary actions. Have creative new ideas. Do things (professionally) no one else would do.

Manners! Think back to when your mother preached at you about how to act civilized, and do it. Manners are noticed either by their presence or their absence.

Thanking a customer is just one example of courtesy that exemplifies extraordinary customer service. There are several ways to enthusiastically thank a customer – be sincere! Here are some examples of thanking your customers.

Be sincere, smile and thank EVERY guest!!

Now lets review how to resolve Customer Complaints.



## Handling Customer Complaints

### 1. Greet, Introduce and Show Concern

- Greet the Customer with sincerity.
- Identify yourself by name and state your position.
- Stop what you are doing and pay immediate attention to the customer.
- State that you understand the concern and will help to resolve it.
- If possible, find a quiet, private place to discuss the situation with the customer.
- Get a manager to help if needed.



40

Notes: pg 40

The proper way to handle a complaint from a customer involves several key steps.

When a customer has a complaint, you are challenged to use all of your training to keep the customer satisfied. You must greet the customer and introduce yourself. Show concern. Listen with empathy and apologize. It may be the 10<sup>th</sup> time you have heard the same complaint, but it is the first time for the customer in his/her eyes. Tell the customer your name and offer to help. Stop what you are doing and focus on the customer. State you understand the issue or concern and will help to resolve it. If uncertain, refer the issue to a manager promptly.



## Handling Customer Complaints

### 2. Listen with Empathy and Apologize

- **LISTEN** carefully to the customer's complaint.
- Allow the customer the opportunity to tell the whole situation and do not interrupt.
- In either case, **SHOW EMPATHY** and **APOLOGIZE** for their inconvenience.
- **REFER**: the customer to the correct manager if you cannot resolve.
- Do not ever pass it off by saying "that's not my job."



41

Notes: pg 41

Another important step to resolving a customer complaint is to LISTEN with empathy. Allow the customer to explain fully without interruption. Show empathy and apologize for their inconvenience. Refer the customer to the correct manager if you cannot resolve the issue. Never brush the customer off by saying "that's not my job."



## Handling Customer Complaints

### 3. Gain Additional Information & Confirm

- You may need to obtain more specific information.
- Ask Questions beginning with **Who, What, Where, When and How.**
- Encourage a discussion of the problem.
- **CONFIRM** the customer's concern by restating your understanding of the situation to the customer.
- Give options if possible to resolve the issue.



42

Notes: pg 42

Gain as much information as possible and suggest a resolution. Ask Questions beginning with Who, What, Where, When and How, to gain a full understanding. Take action so the customer understands you **ARE ON IT!!** Confirm that the Customer is satisfied with your resolution. If possible, give options to the customers, so he/she can decide.

For example, if the customer complains that the cheese nachos were stale (in the customers opinion), then offer the customer his/her choice of one of several items from the menu, plus a complimentary beverage (with your supervisor's approval).

Let the Customer know "We can do that!" or "We can take care of your concern!"



## Handling Customer Complaints

### 4. Take Action & Check for Satisfaction



- Tell the customer the options available to solve the problem.
- Act quickly and if possible, do something visible to start to resolve the issue.
- A visual confirmation that you take the problem seriously and are setting the wheels in motion will reassure the customer.
- Once you have developed solutions to the problem, ask the customer if that will satisfy his/her concern.
- If you have several alternative solutions, allow the customer to make a choice.

43

Notes: pg 43

After gaining as much information as possible and suggest options. Take action so the customer understands you **ARE ON IT!!** Confirm that the Customer is satisfied with your resolution. If possible, give options to the customers, so he/she can decide. Ask the customer if the solution is satisfactory, or let the customer choose among options.

Let the Customer know we will take care of your concern!



## “Execute Extraordinary Experiences”

Every employee MUST:

- Provide excellent products and services to each of our customers.
- Treat all guests with courtesy and hospitality.
- Create unique memorable experiences for our customers.
- Be an ultimate Hospitality Ambassador!



**We will be the # 1 Event Hospitality Company!**

44

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Remember – you are the first impression a customer has in regards to our food, beverage and merchandise. We all must step up to the challenge and opportunity to “execute extraordinary experiences” for our customers.

You are the most important link between this Company and our valued customers. Every employee must provide excellent products and services treat all customers with courtesy and hospitality.

Your efforts will contribute to the extraordinary experience our guests have at a Centerplate venue.

Thank you for your efforts to “Execute Extraordinary Experiences” for all Centerplate customers!!



## Extraordinary Customer Service

### Quiz Time

Name: \_\_\_\_\_

Date: \_\_\_\_\_

1. What does the **E** stand for in EXTRAordinary? \_\_\_\_ (pick one)  
a. Easy Service    b. Every Customer is Greeted    c. Each guest is served
2. You have 20 seconds upon seeing a guest to greet him/her.  
True \_\_\_\_    False \_\_\_\_
3. What does the **X** stand for in EXTRAordinary? \_\_\_\_ (pick one)  
a. Crossing paths with guests    b. Extra Ketchup    c. Excellent Service
4. Courtesy and pride are two of the six keys of excellent customer service.    True \_\_\_\_    False \_\_\_\_
5. What does the **T** stand for in EXTRAordinary? \_\_\_\_ (pick one)  
a. Treat guests with courtesy    b. Take the Time    c. Talk slowly
6. Your body language and how you act communicate to a customer your enthusiasm.    True \_\_\_\_    False \_\_\_\_
7. What should you be doing throughout the sell? \_\_\_\_ (pick one)  
a. Suggesting more items to purchase  
b. Waiting silently for the customer to choose his selection.  
c. Look bored

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This is a short quiz for you to complete and sign. It will help us gauge your retention and understanding. We will review these principles again in future staff meetings.



## Extraordinary Customer Service

8. When you're concluding a sales transaction, you should immediately leave the guest and serve the next, with no parting comment. True \_\_\_\_\_ False \_\_\_\_\_
9. What does the **A** stand for in the EXTRAordinary Service?  
\_\_\_\_ (pick one)    a. Always thank your customer  
                              b. Action  
                              c. Always be alert
10. Give an example of how you could **WOW!** a guest.  
\_\_\_\_ (pick one)    a. Ignore the guest  
                              b. Help the guest with explanation of new menu items  
                              c. Yawn when the guest approaches
11. Instead of giving the guest the reasons you can't do what the guest wants – how do you start your response?  
\_\_\_\_ (pick one)    a. That's not my department.  
                              b. I don't know.  
                              c. I understand your complaint and will fix it now!

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## Extraordinary Customer Service

12. When a Customer complains, what steps should you take?

- \_\_\_\_ (pick one)
- a. Show concern
  - b. Listen and apologize
  - c. Take action and resolve the issue
  - d. All of the above

By signing below you are saying that you understand our service standards and will provide EXTRAordinary Service to every guest.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## **Customer Service Training**



Frontline Customer Service Training