



# RESTAURANT SERVICE

- Business Drivers
- Mechanics
- Aesthetics
- Fundamentals
- Handling Complaints
- Know Your Product
- Tools
- Finer Points



# GOALS

- IMPROVE overall service
- ELIMINATE instances of unsatisfactory resolutions



# MAJOR RESTAURANT DRIVERS

- Market demographics (Pop, income, etc)
  - Real Estate / Site
- Concept
  - Branding / Name recognition
  - Marketing / Media
- Value / Pricing
  - Convenience
  - Food Quality
  - Facility / Ambience
  - **SERVICE** (comprised of MECHANICS & AESTHETICS)



# MECHANICS

- **Pace of Experience**
- Merchandising
- Accurate order
- Table maintenance & “check-backs”
- Beverage refills
- P.O.P. materials
- Clean restrooms
- Clean silverware
- Clean uniform

- What does this list look like?-



# PACE OF EXPERIENCE

Top ranked criteria defining service from guest perspective  
As a concept what can you do to impact speed?

- Waits
- Greet
- Beverage
- TICKET TIMES
- Check Back
- Table maintenance
- Pre-bus
- Dessert
- Check & Change

Also heavily defines satisfaction scores-Interpreted as attentiveness



# AESTHETICS

- “On Stage” - “Great performance...Great experience”
- Personality - “A sincere, caring attitude is individual”
- Respect - “The guest is in fact always right”
- Positive mentality - “Learn how to say YES”
- Body language - “Image is (almost) everything”



# PIVOTAL FUNDAMENTALS

- Greetings & First Impressions
- Reading the Table
- End of Meal Service
- Complaints
  - You can reduce problems but never eliminate
  - You can eliminate escalating the problem
  - “The properly handled complaint can lead to a more loyal guest than if there had never been an issue”



# COMPLAINTS-WHAT TO DO?

- 1 of 27 (4%) verbalize (Either fans & complainers)
- Others we lose without even knowing it
- Handle it!
- Tell a manager
- “Baby” the table
- Follow through to a complete resolution
- 3 capital sins
  - Take it personally
  - Make an excuse
  - Adopt the position that the guest is taking advantage





# EDUCATING THE CONSUMER

- “Educating” v.s. “Selling”
- Find the need and fill it
- Give the guest confidence
- Confidence is Knowledge
- Four Types of Suggestive Selling



# TOOLS OF THE TRADE

- A Smile / Another smile
- Self control and discipline
- Communication & Teamwork
- Listening skills
- Awareness
- Preparation
- Appearance
- Product Knowledge



# FINER POINTS OF SERVICE

- Greetings
- Setting the table
- The art of taking the order
- Serving the beverages and food
- Maintaining the table
- End of Meal Service