



Continue

Restaurant 7 steps of service

An integral part of any restaurant is its customer service. It doesn't matter how fabulous your restaurant décor is or how delicious your food is, if the service doesn't meet or exceed customer expectations, there's a good chance they won't come back. Customer service covers many different parts of a restaurant's day-to-day operations that go far beyond the front of the house staff. It's the golden business rule. Even if you think the customer is wrong, you never, ever, tell them that. Be understanding and empathetic and take the time to listen to their complaint or suggestions. Problems will inevitably arise in even the best restaurants – it is how you deal with them that will determine whether the customer returns or goes somewhere else. While the front of the house is the face customers see, customer service includes everyone, from maintenance crew to chefs in the kitchen. Clean toilets, good food and a friendly and welcoming atmosphere are all components of good customer service where every restaurant employee plays a role. If your restaurant makes reservations, be careful how close together you book them. Nothing will distract a customer like showing up for a reservation at 6pm and being told he will have to wait another 30 minutes. Restaurant reservations, once done correctly, allow you to spread seating and keep the kitchen out of the weeds. When done badly, reservations can result in a dining room filling up too quickly for the kitchen and leaving no room for walk-ins. A good measure of customer satisfaction is how well they tip at the end of a meal. A bad tip is not always a reflection on the server; it can be the food of the meal, timeliness or other factors. Some restaurants choose to collect tips; others keep it separate between servers. For big parties or catered events, some tips are automatically added. Do you have a couple having dinner with you every week? A bar patron who comes after work for a beer? Don't be afraid to compensate a few meals or drinks for your regular customers. It shows them that you appreciate their business. How'd it go? Any server worth their salt will ask this at least once during a meal. But not all customers feel comfortable complaining verbally if something is wrong. Offering a customer comment card at the end of a meal is an opportunity to get valuable feedback, both positive and negative, about your restaurant. While it's never fun to hear what people don't like, comment cards allow you to make improvements. Occasionally you may have to deal with a customer who has had too much to drink and is otherwise acting out. Make sure you and your employees know how to efficiently and securely handle disruptive customers. An important strategy is to stop serving alcohol immediately if a person shows signs of poisoning. Networking sites like Facebook and Twitter offer an easy and free way to reach customers. You can daily and lightly offer on your wall or customers status and create invitations to restaurants. It doesn't matter how fabulous your restaurant looks or how delicious the food is, if the service isn't good, customers aren't likely to return. But as a restaurant owner, you can't be anywhere like once. Smart restaurateurs don't have it be. Make sure you have a reliable staff to deal with any problems that arise, whether you are there or not. Put a procedure in place to handle customer complaints. Demonstrate good customer service through discounts, promotions and other low-cost initiatives. Finally, you must be a responsible restaurant owner. That means knowing how to deal with customers who've had too much to drink in a positive, empathetic way. A well-trained front-of-house staff will keep customers happy and come back for more. Waiting tables or stand bar are just skills. The best are friendly but not annoying. They can multi-task but still seem to give each customer their undivided attention. They are honest and trustworthy. And they can work as part of a team. Something has to go wrong once in a while. Food gets burned, an order is forgotten in the middle of a dinner rush, or a new server makes a mistake. The important thing is to try to rectify the situation to please the customer. Whether it's a replacement meal, a complimentary dessert, or a coupon, be ready with an answer that will undo the damage. Actions speak louder than words, and this certainly applies to customer appreciation. It doesn't have to cost a lot of money. Personal attention from the owner or manager can make customers feel special. Responsible serving of spirits is a great way to show customers that you value them. If you plan to serve liquor at your restaurant, be familiar with your state liquor laws. It's also important that your waiting staff understand how to identify someone who's intoxicated so they don't continue to serve them. Occasionally you may have to deal with a patron who is more than a little drunk. Be prepared to handle the situation diplomatically. And make sure the person has a ride home. Home.

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