

Customer Service

HOSPITALITY AND TOURISM:
IT'S ALL ABOUT SERVICE

- **How does customer service relate to all jobs of a restaurant?**
 - **All jobs link back to customer service and customer satisfaction**

Basic Customer Service

- **Customer service**
 - Total customer experience with a business
- **Customer satisfaction**
 - The goal of customer service
 - Positive feelings customers have about a business that meets their needs
- **Interesting fact**
 - 80% of customers are return customers.

Basic Customer Service Cont.

- **Eye contact**
 - Relays to the customer that your attention is with them
- **Smile**
 - Relays respect for the customer and the readiness to help them with anything they need
- **Posture**
 - Do not hunch over or stare at the floor, look alert and ready for action
- **When possible call customers by name**
 - It will make them feel more comfortable and important to you

Basic Customer Service Cont.

- **Personal Appearance**
 - Be well groomed
- **Presentation**
 - Table presentation, dining room, atmosphere, bathroom cleanliness, and first impressions with staff
- **Food**
 - Served at the correct times and in a timely matter
- **Interactions**
 - Talk to your customers

Basic Customer Service Cont.

- **Match job within business to employee comfort level in delivering customer service**
 - If you are not a “people person” the back may be a better spot for you than the front. (more on the front & back of the house in a minute)
- “The customer is always right.”

Basic Customer Service Cont.

- **Have you ever had a server at a restaurant have any of these bad characteristics:**
 - Sloppy dress, dirty uniform, messy hair, visibly dirty hands, poor speaking skills, lack of menu knowledge, etc.
- **How did it make you feel?**

Basic Customer Service Cont.

- **First, last and most important rule of customer service**
 - **Be a DGS or a DGC**
 - Darn Good Server or Darn Good Chef
 - This rule works for life, be a DG every thing

Different jobs offered by a Restaurant

- **Every person working in a restaurant is directly linked to customer satisfaction!**
 - Be it talking to the customers in the front of the house, or cooking their food in the back of the house

Parts of the Restaurant

- **Front of House**
 - Refers to the area in a hospitality business that the customers see
 - Responsible for six major functions

1. Seating guests	4. Serving customers
2. Selling food	5. Bussing tables
3. Communicating food orders	6. Obtaining payment from customers

Parts of the Restaurant

- **Back of House**
 - Refers to the part of the restaurant that the customers don't usually see
 - Includes
 - Kitchen
 - Receiving and storage areas
 - Business offices

H&T Jobs at a Restaurant

- **General Manager**
 - Responsible for the overall operation of the restaurant
 - Often, the owner is the general manager.
 - In charge of both the front of and back of the house, safety and sanitation, quality and consistency, guest and employ relations, human resources, and sometimes accounting

Front of House

• **Restaurant Manager**

- Responsible for every thing that goes on in the front of the house
 - Hiring & training front of house staff
 - Scheduling
- Overall manager keeps everything running smoothly to ensure happy customers; your number one goal.

Front of House cont.

• **Hosts**

- Responsible for managing the flow of customers into the dinning area, and making sure the service is evenly distributed over the service staff
- In charge of making the customers have a great first personal impression with the restaurant

Front of House cont.

• **Servers**

- Three responsibilities
 - Representatives of the restaurant
 - They sell the dinning experience
 - Delivery of the dinning experience
 - In many restaurants they are responsible for money collection as well

Front of House cont.

• **Bussers**

- Assistant to the servers, and are one of the most important employees at a restaurant
- Responsible for clearing and cleaning tables, then also for resetting those tables

Back of House

• **Executive Chef**

- Top manager of the kitchen
- Responsible for nine things
 - Coordinating kitchen activities
 - Directing the kitchen staff's training and work
 - Planning menus
 - Creating recipes setting and enforcing nutritional requirements
 - Setting and enforcing safety and sanitation standards
 - Participating in the preparation and presentation of menu items
 - Ensuring that quality standards are maintained
 - the purchase of food and equipment.

Back of House cont.

• **Sous-Chef**

- Second in command in the kitchen
- Responsibilities include
 - Double checking that food is prepared, portioned, garnished, and presented according to the executive chef's wishes
 - Sous-chef may also take the place of the executive chef if they are absent

Back of House cont.

- **Chef**
 - A professional cook with considerable amount of training and experience and prepares the food
- **Cook**
 - A person with not as much training as a chef and prepares food at more casual restaurants

Back of House cont.

- **Stewards**
 - Dish washing, pot washing, and clean up
 - In charge of ordering new china and flat ware
 - In charge of general kitchen cleanliness
- **Dishwashers**
 - Wash dishes
 - Monitors sanitation
 - Many people see this job as not important, but it is just as important as the chef, you can not serve food with out clean dinning area and clean dishes

Front and Back of House Applied to other H&T Sectors

- All business in the H & T have front and back of houses
- The front of the house is simply what customers see and back of the house is what they do not see

Hotel

Front of house

- Receptionist, bell boy, and managers

Back of house

- House keepers, maintenance crews, and accountants

Raft Company

Front of house

- Raft guides, transportation drivers

Back of house

- Accountants, owners, boat repair crew, maintenance

Hunting and Fishing Guide Service

Front of house

- Guides, reservation contact, receptionist, wait staff, hostess, transportation person

Back of house

- guides (scouting, packing, preparing), house keeping, camp set up crew

Travel Agent Office

Front of house

- ✦ travel agent, receptionist

Back of house

- ✦ travel researcher person, travel agent contacts (air lines, hotels, and restaurants)

It's All About Service

- Every job in a H & T business is related to providing good customer service ultimately resulting in a positive customer experience and return customer business.
- If customers don't like a business, that business will fail.
