



4 Remarkable Service

Workbook

Participant Name: _____

Training Completed on _____ MGR _____

The Elements of Service

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Welcome and Introduction

SESSION PURPOSE

This session is targeted toward waitpeople who need to learn the fundamentals of restaurant service. It will introduce you to generally accepted restaurant procedures while inspiring your commitment to the goal of providing Remarkable Service.

After you master the contents of this session, you will learn how to take a sales-oriented approach to waitservice in a follow-up session, Maximizing Sales.

SESSION OBJECTIVES

- Develop an understanding of what good service is, how you can provide Remarkable Service and why service is important to your restaurants success.
- Learn the importance of how timing standards plays a crucial part in your guests dining experience.
- Understand the Service Cycle, identifying the Key Moments that occur during each stage of the cycle
- Learn how to guide your guests to a better experience and provide invisible service
- Discover positive ways to deal with challenging customers and complaints

AFTER STARTERS, YOU WILL BE ABLE TO DO THE FOLLOWING:

- Discuss what good service is
- Know the Four Directives that create hospitality
- Know the acceptable timings for your restaurant
- Discuss the Service Cycle, identifying the Key Moments that occur during each stage of the cycle

SERVICE AND THE SERVER

Service can be summarized with the following statements:

- What is service? Service is the way the customer is treated.
- The first time a customer comes to a restaurant, it can be either by choice or by chance. After that, it will be by choice. The best food in the world won't attract a customer back if he or she was unhappy with the service. 73% of the reason a customer will return to your restaurant is service.
- Good service means invisible service. The waitperson anticipates the needs of the customer and satisfies those needs without the customer having to ask.
- Eating a meal isn't just a physical act; it also has emotional factors. Food suggests comfort and nurturing. Good service has much to do with those emotional factors.

HOSPITALITY AND THE FOUR DIRECTIVES

What is Hospitality? The act of receiving and entertaining strangers or guests in a friendly and generous way, making them feel welcome.

There are four directives that sum up the way to create a feeling of hospitality:

- Look at me
- Smile at me
- Talk to me
- Thank me

CONVERSATION STARTERS

List a few conversation starters to use with diners:

TIMING

Timing is one of the most crucial aspects of waiting on a customer. There are acceptable time ranges for each step in the process of waiting on a customer.

In this chart, fill in the time ranges specified by your instructor.

ACCEPTABLE TIME RANGES

Initial Approach:	Within [] Minutes
Drink Service:	Within [] Minutes
Appetizer Service:	Within [] Minutes
Entree Service:	Within [] Minutes
Dessert Service:	Within [] Minutes
Check Turnaround:	Within [] Minutes

Notes:

THE SERVICE CYCLE AND KEY MOMENTS

Customer service is a cycle. The same sequence of events is repeated for each customer:



During each part of the cycle, there are **Key Moments**. These are occasions when the customer will be evaluating, consciously or unconsciously your service.

Notes:
