

# Talk Sheet

## Customer Service



This talk sheet is designed to help you teach and reinforce key concepts from the Customer Service DVD. Questions and statements are designed to encourage learners' participation and improve understanding of concepts presented in the DVD. This document should be incorporated into the lesson after showing the Customer Service DVD.

### **SAY**

In the video, we showcased the top four service elements. The main characters, Kate and Jack, demonstrated service techniques that create and maintain loyal customers. Let's talk about customer service.

### **ASK**

Who can share with the group a business that you are loyal to because of their service?

- (Solicit answers from the group.)

What is it about that particular business that keeps you coming back?

- (Solicit answers from the group.)
  - They remember my name
  - They remember my favorite drink
  - They are always so friendly
  - I had a complaint and they handled it very well
  - They make me feel important or special
  - I love their menu items
  - I love the speed of service

### **ASK**

Great customer service is about going beyond our customers' expectations. What are some of the expectations you have when you go to a restaurant?

- (Solicit answers from the group.)
  - Friendly and energetic service
  - Menu knowledge
  - Cleanliness
  - Quality food
  - Allergen awareness
  - Value for my dollar
  - Vegetarian options
  - Specials and promotions
  - Fast service
  - Atmosphere or ambiance

### **ASK**

What happens if your expectations aren't met?

- (Solicit answers from the group. Summarize each response.)

**ASK**

Would anyone like to share a story about a time they have been dissatisfied with service?

- (Solicit answers from the group.)

**ASK**

Who can explain the difference between self-centric and customer-centric thoughts?

- Self-centric thoughts are focused on yourself, your problems, etc., rather than the customers' needs. Customer-centric thoughts put you in the mindset of the customer. What do they need? What are they feeling?
- It is important to put your personal concerns and issues aside to focus solely on your guests. This will create a positive and memorable guest experience.

**ASK**

In the video, Jack comments about how he used to get caught up in his own concerns and he stopped paying attention to his customers. Give some examples from the video of times when Jack or Kate were caught up in their concerns.

- (Solicit answers from the group.)
  - When Jack felt overwhelmed at the bar; too busy stocking, no manager in sight, etc.
  - When Kate was worried about finishing her shift, getting manicure, not taking an allergen seriously, etc.

**ASK**

Build Their Trust is the first service element. It starts with having pride in your work. Give some examples of how you show your pride.

- (Solicit answers from the group.)
  - I wear a clean, maintained uniform
  - I have a professional appearance
  - I use professional language: no slang, jargon, etc.
  - I have a positive attitude—smiling, energetic
  - I talk favorably about my workplace in and out of work
  - I suggest our great food (product) and share my favorites
  - I show my sense of teamwork and I like to help others
  - I take complaints, allergen concerns, and questions seriously

**ASK**

Be in the Moment is the second service element. Share examples of how Jack was in the moment.

- (Solicit answers from the group.)
  - Jack engaged with his customers
  - Jack knew his customers' names
  - Jack made eye contact and truly listened
  - Jack asked his manager to make an exception for his regular customer (empowerment)
  - Jack was able to prioritize each task and made sure everyone was taken care of in a timely fashion
  - Jack suggested and described specific drinks

**ASK**

Can you think of other examples?

- (Solicit answers from the group.)

**ASK**

Jack was frustrated in the first bar scenario. His excuse was, "I was tired, working a double shift with zero barbacks, and the ice bin needed refilling." We've all been overwhelmed at work. What are some ways you overcome frustration or stress on the job?

- (Solicit answers from the group.)
  - I ask my co-workers or manager for help
  - I take a short break to get my head back in the game
  - I just take a deep breath and remember it is only a temporary situation
  - I like to add humor to the situation

**ASK**

In the second bar scenario, Jack offered a glass of pino grigio to Sara. He used descriptive words to sell the wine. Give me examples of how you describe or suggestively sell food and beverage items.

- (Solicit answers from the group.)
  - I make a point of sharing my favorites
  - I use descriptive words, such as delicious, creamy, award winning, etc.
- (Have someone from the group describe a specific menu item.)

**ASK**

Show You Care is the third service element. In the first scenario, Kate didn't handle Mr. Martin's complaint very well. Give some examples of what she did wrong.

- Kate ignores him at first, and she is only thinking about her concerns.
- Kate is talking on the phone and doesn't see Mr. Martin at the counter.
- Kate doesn't care that the woman with the take-out order is struggling with the bags.
- Kate's body language is negative, and she shrugs off Mr. Martin's complaint.
- Kate doesn't listen to his concerns.
- Kate doesn't seem to be trained on how to handle a complaint.

**ASK**

In the video, we talk about how to handle a complaint using the acronym L.A.S.T.:

**L**isten  
**A**pologize  
**S**olve  
**T**hank

Share an example or story of a time you correctly handled a complaint.

- (Solicit answers from the group. Summarize their responses.)

**ASK**

In the second sandwich scenario, how did Kate show that she cared?

- Kate listened to Mr. Martin's complaint without interrupting.
- Kate's body language showed concern: good eye contact, leaning forward, etc.
- Kate offered to make him a new sandwich with fresh ingredients.
- Kate wanted to ensure it didn't happen to other guests, and she valued his complaint.
- Kate was empowered to make the right decision and to handle the situation on her own.
- Kate made a loyal customer by thanking Mr. Martin and fixing the problem with empathy and professionalism.

**ASK**

Make it Happen is our fourth service element. When dealing with customer service, you have to act with a sense of urgency, even when business is slow. Why is this important?

- (Solicit answers from the group.)
  - My customer might be in a hurry, even if I am not in a hurry
  - I put myself in the mindset of my customer and get the job done
  - I shouldn't take shortcuts just to make it easier for my co-workers or myself

**ASK**

In the second coffee shop scenario, Jack went above and beyond with customer service. List some examples of what he did right.

- Jack remembered his customer's name.
- Jack remembered his customer's drink.
- Jack started keeping a list of his customers' favorite drinks.
- Jack verified that they were truly out of syrup before making a decision.
- Jack suggestively sold Carlos a pastry.
- Jack suggested that Carlos take a seat with his pastry while they completed his drink.
- Jack and Ashley worked well together and showed a sense of urgency and cleanliness.

**ASK**

In conclusion, what have you learned from the video? What will you do to improve customer service based on what you just watched?

- (Solicit answers from the group.)
  - Listen to complaints and feel empowered to do the right thing
  - Always have a sense of urgency
  - Put myself in the mindset of my customers
  - Build their trust by giving suggestions and handling concerns, such as allergies
  - Get to know my customers, their names, and their favorite menu items
  - Show pride in my workplace by using professional language and having a good appearance
  - Not be distracted by my personal problems or concerns