



Customer Service That Shows You CARE

Why Is Customer Service Important?



What Is Customer Service?

“The act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance **before, during, and after** the customer's requirements are met.”

Good customer service is suitable and acceptable.
Exceptional customer service creates a positive and memorable experience.



What Is Considered Good Service?

Good customer service is satisfying the customer's basic expectations. They came, they were provided good customer service, they left fulfilled.

Getting the order correct

Charging the correct price

Being friendly and courteous

Providing safe quality food

Thanking the guest



What Is Exceptional Service?

Exceptional customer service involves exceeding the customer's expectations. This is accomplished when the standards and level of service received exceeds what the customer could reasonably define as normal or expected.

Repeat the order correctly

Count the change back

Greet customers by name

Knowing your products

Invite the guest to return



Why SMILE?

Because *how we treat each other* matters!



Who Is An Internal Customer?

Someone who is a involved in your cafeteria operations whether on site or remote.

Managers

Co-Workers

**District
Employees in
Food Service**

Supervisors



Adopting Positive Internal Customer Service

To generate positive internal customer service experiences, employees should:

- Work together cooperatively
- Agree on processes and procedures
- Negotiate expectations

Doing so will promote a productive work environment focused on meeting a common goal of delivering high quality products and service to the external customer.



Effects of Strong Internal Customer Service

**Improved
Communication**

**Teamwork &
Cooperation**

**Increased
Productivity**

**Happier
Employees**

**Alignment in
Service Goals**

Strong internal customer service translate to excellent service to external customers.



Who Is An External Customer?

Someone who buys or inquires about your cafeteria's offerings or services but is not a part of your operation.

Students

Parents

**Teachers,
Administrators,
School Staff**

**District
Employees
Outside Food
Service**

Campus Visitors



Why Should Adults SMILE?



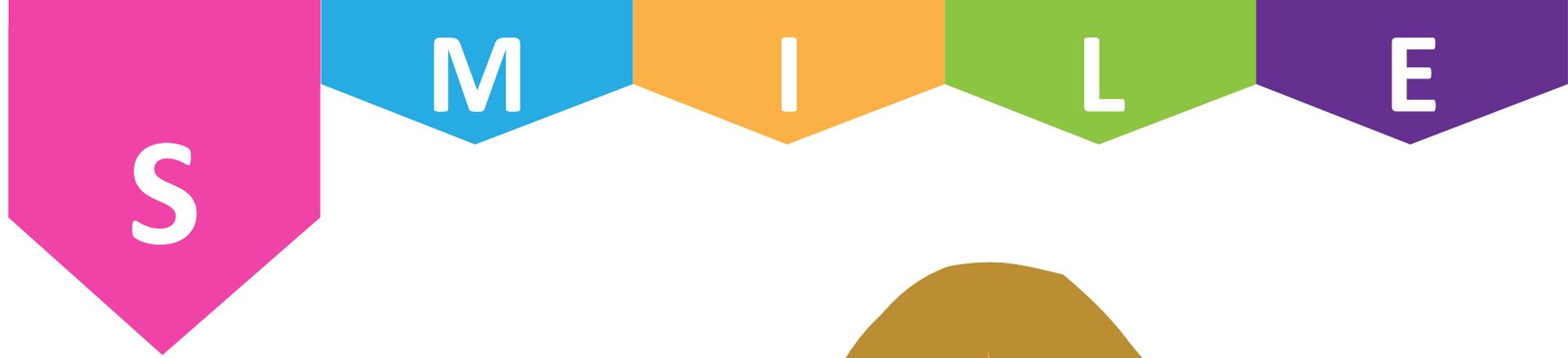
Which elevator would you get into?



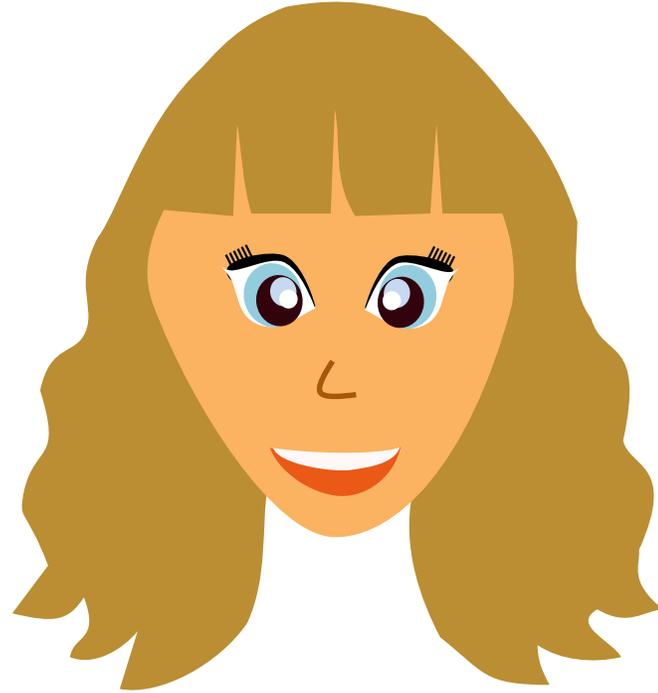
A reason to SMILE

When you smile, your brain is aware of the activity and actually keeps track of it. The more you smile, the more effective you are at breaking the brain's natural tendency to think negatively. If you smile often enough, you end up rewiring your brain to make positive patterns more often than it does negative ones.





Smile



S

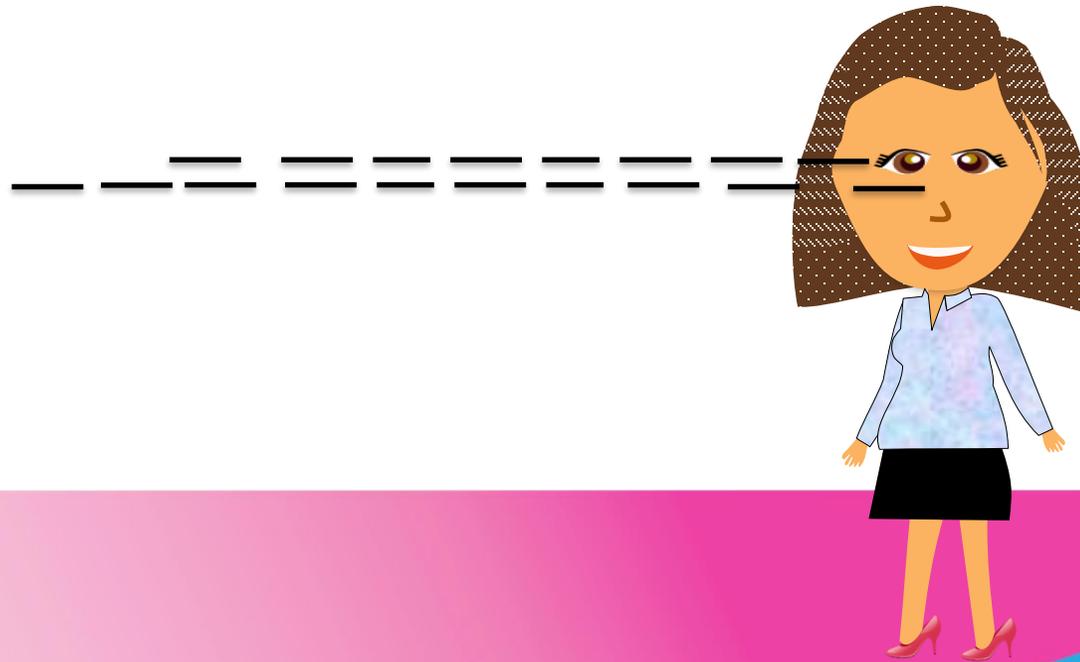
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Make eye contact



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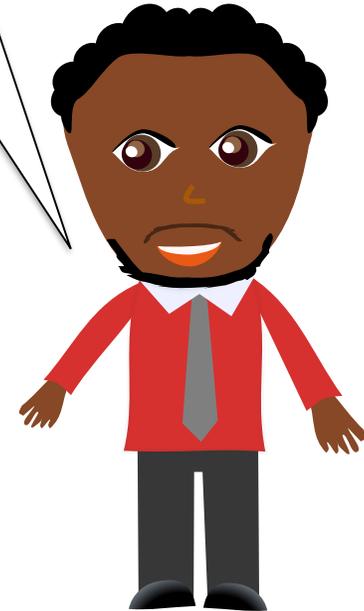
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Introduce yourself,
start a conversation

HI!



HI!



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Let them know your why



S

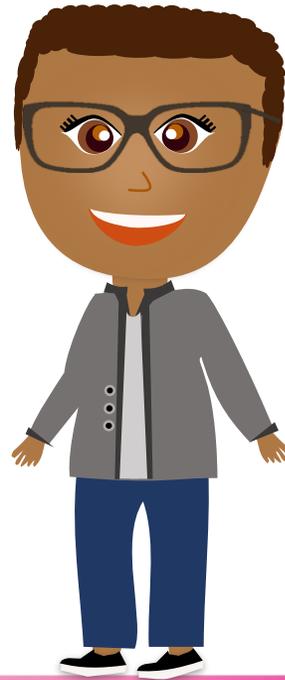
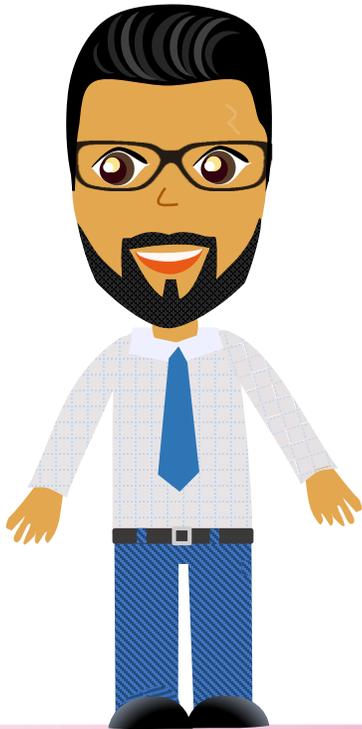
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Everyone is a customer!



Practice Your SMILE

The more we SMILE, the easier it becomes to

- Think positively
- Shut out negativity
- Boost your productivity and creativity

This leads you to perform better at work and your personal life.



Applying Positive Customer Service

Applying the CARES approach during each interaction generates a positive customer service experience.

- Communicating clearly
- Appreciating your customers
- Responding in a quickly and timely manner
- Exceeding customers expectations
- Smile

Adhering to these simple principles will generate happy customers who will continue to visit your establishment.



Show The Customers That You CARE

Be prompt, courteous, and friendly while interacting with the external customer.

- Acknowledge customers as they enter the establishment
- Answer phone calls quickly
- Be knowledgeable about your services
- Maintain a clean environment
- Go the "extra mile" to exceed the customer expectation

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What Is The CARES Approach?

The CARES approach was developed through the collaboration of Food Service Managers with the intent to focus on the following key areas during every customer interaction.



C

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R

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S



Communication

When communicating to your customers:

- Engage in conversation
- Actively interact
- Build a rapport
- Ask, listen, and solicit feedback
- Provide your full attention
- Be mindful of body language

A

Appreciation

There is a basic human need to feel wanted, valued, and respected.

In order for your customers to know they are welcome and appreciated:

- Greet and acknowledge your customers upon arrival
- Make them feel important
- Thank them for their business
- Welcome them back

R

Respond

Our response time should be prompt and serve the needs of the customer by:

- Addressing their needs quickly
- Being attentive
- Responding to their requests
- Handling complaints in a timely manner

E

Expectation

Avoid mediocrity and exceed customer expectations by:

- Being helpful
- Relating to your customers
- Remembering their likes and dislikes
- Anticipating their needs
- Providing quality service

S

Smile

A smile is a universally understood gesture that promotes positivity.

A smile will:

- Welcome customers to your establishment
- Be linked to kindness
- Improve the mood
- Make a good day great

Phone Based Customer Service

A phone may be the only opportunity to provide exceptional customer service.

- Phone Etiquette
 - Answer the phone within the first 3 rings
 - Speak clearly and courteously
 - Smile as you're speaking to the caller



Example #1



Example #2



Example #3



3 Types of Dissatisfied Customers

**The
Gossiper**

**The
Goner**

**The
Complainer**

Which one would you prefer?



Gossiper

Remind me NOT to go there!



I would give them
to 1 star on YELP if I
w were you!
was rude



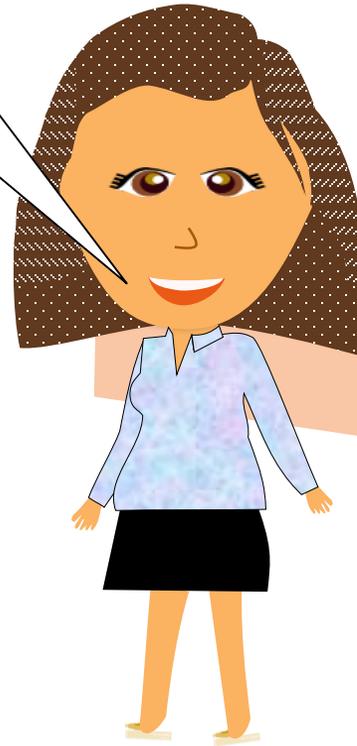
Gossiper

The *Gossiper* will bad talk about your establishment to their friends and family:

- Infamous Fame
- Loss in potential customers
- Now attached with a negative experience
- Social media disgrace



This is the third time they messed up. 3 strikes and you're out! Bye!



Goner

The ***Goner*** will not say anything to you or make a complaint:

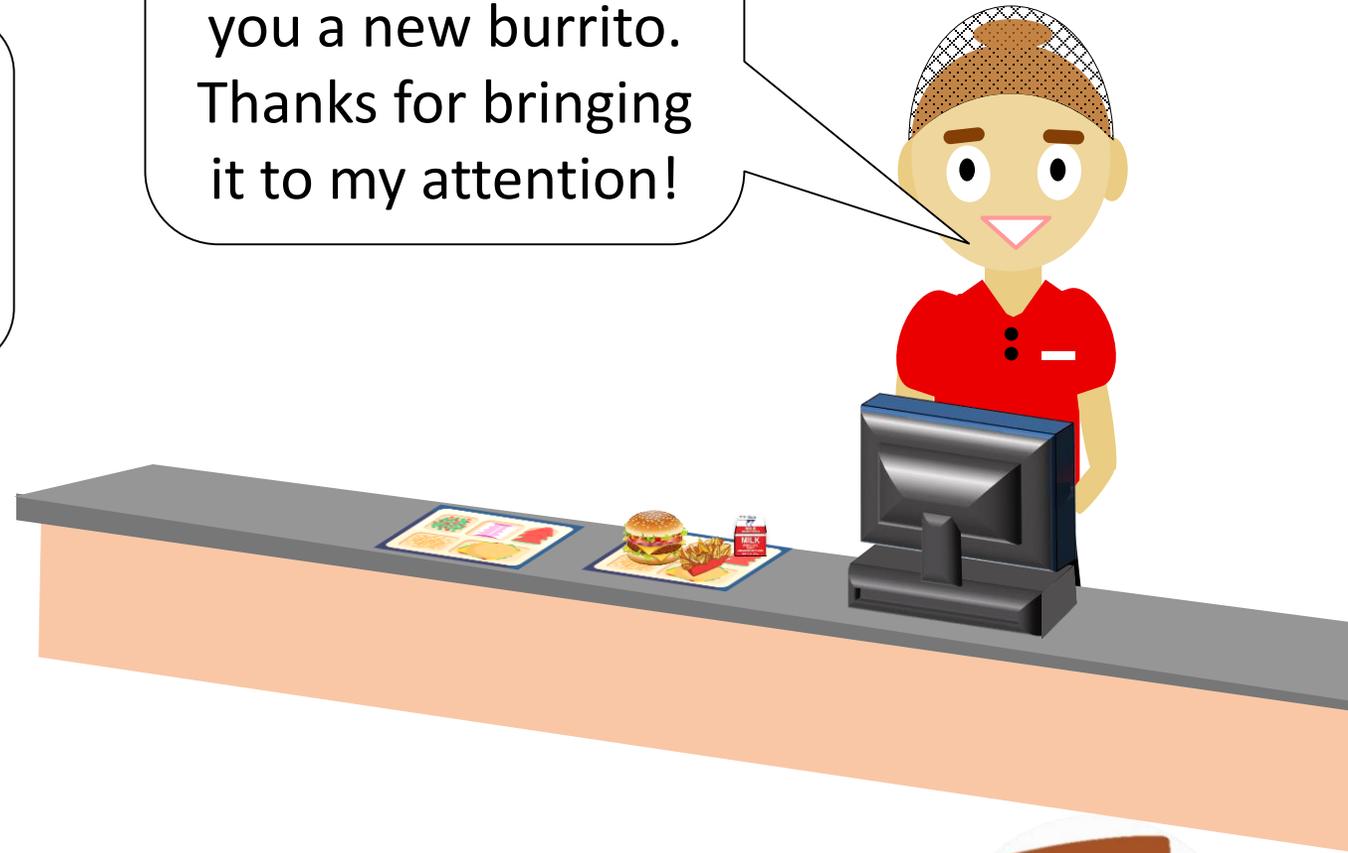
- Will not return to your establishment
- Allowed you to acknowledge and make amends for your mistake



Complainer

Hi, um, there are onions in my burrito, and I asked for NO onions!

Oh no, let me go ahead and make you a new burrito. Thanks for bringing it to my attention!



Complainer

The ***Complainer*** will approach you in order to satisfy their expectations:

- Voluntary Feedback
- Offers opportunity to turn a negative experience to a positive
- If problem solved, will return as a customer
- Will promote positive experience to others



Handling Challenges

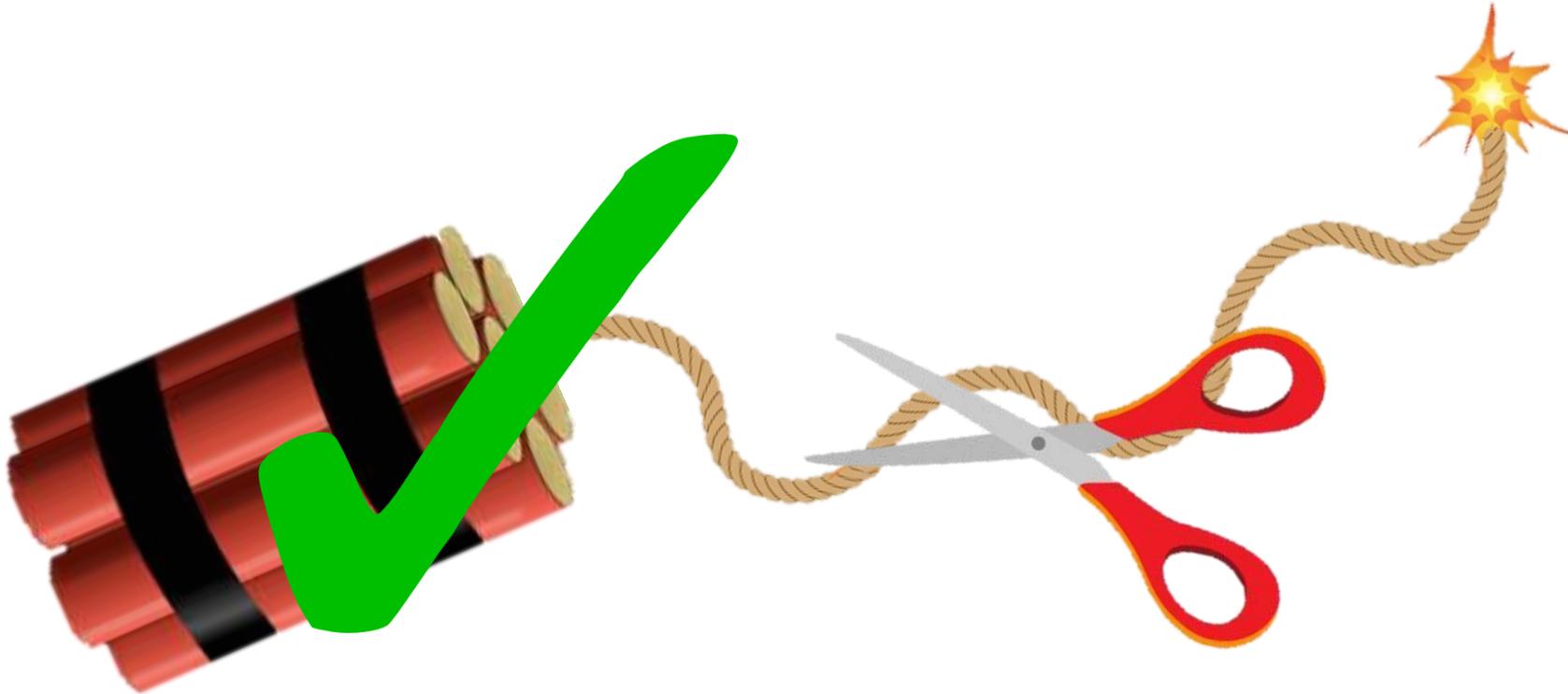
Customers may still be dissatisfied with the level of service received.



Thus, causing the customer to ***explode***.

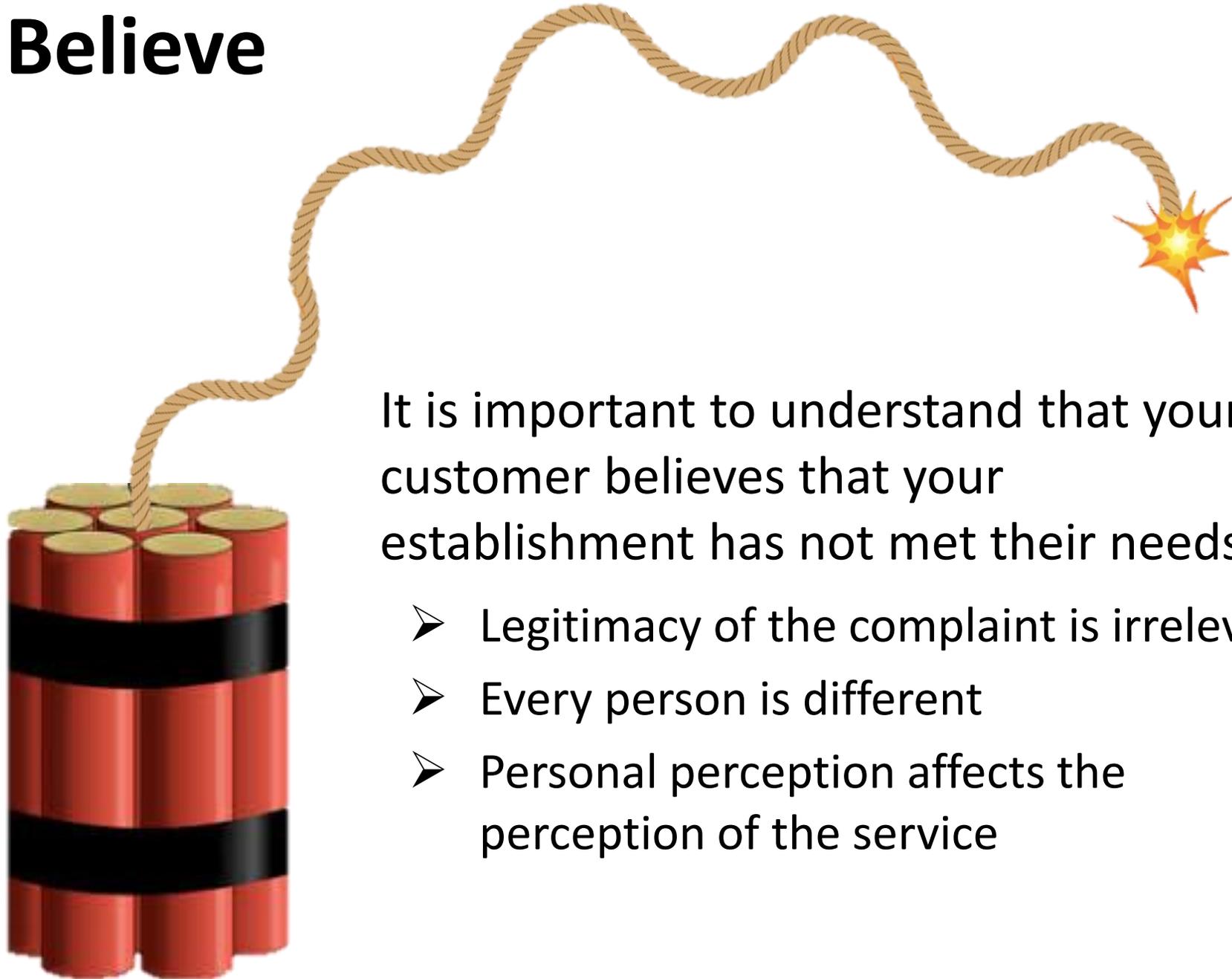
Using the **B.L.A.S.T** model, we can stop the fuse and turn a negative complaint into a positive experience for the customer.

B.L.A.S.T Model



Let's use the ***B.L.A.S.T*** model and learn how to diffuse the situation!

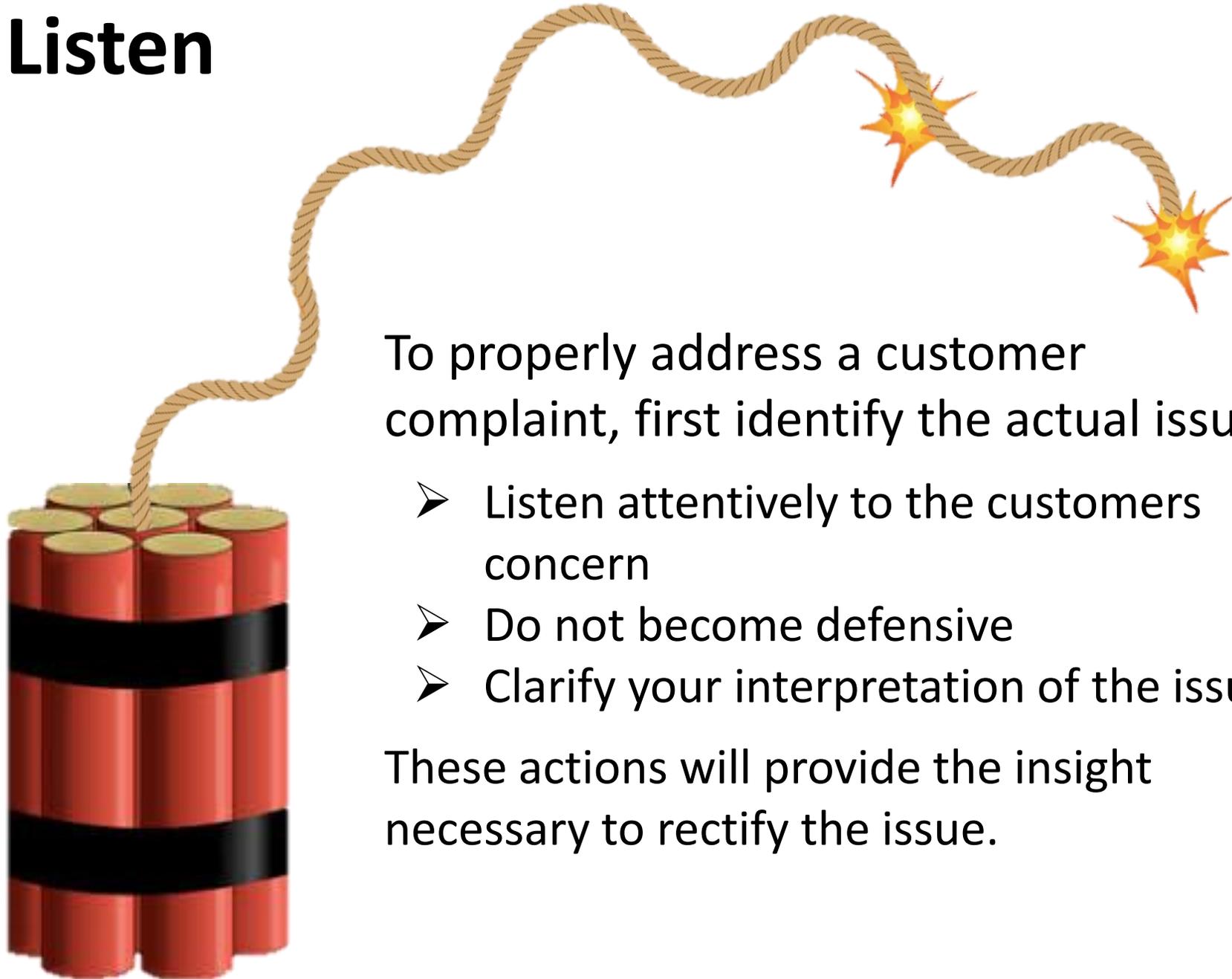
Believe



It is important to understand that your customer believes that your establishment has not met their needs.

- Legitimacy of the complaint is irrelevant
- Every person is different
- Personal perception affects the perception of the service

Listen



To properly address a customer complaint, first identify the actual issue.

- Listen attentively to the customers concern
- Do not become defensive
- Clarify your interpretation of the issue

These actions will provide the insight necessary to rectify the issue.

Apologize



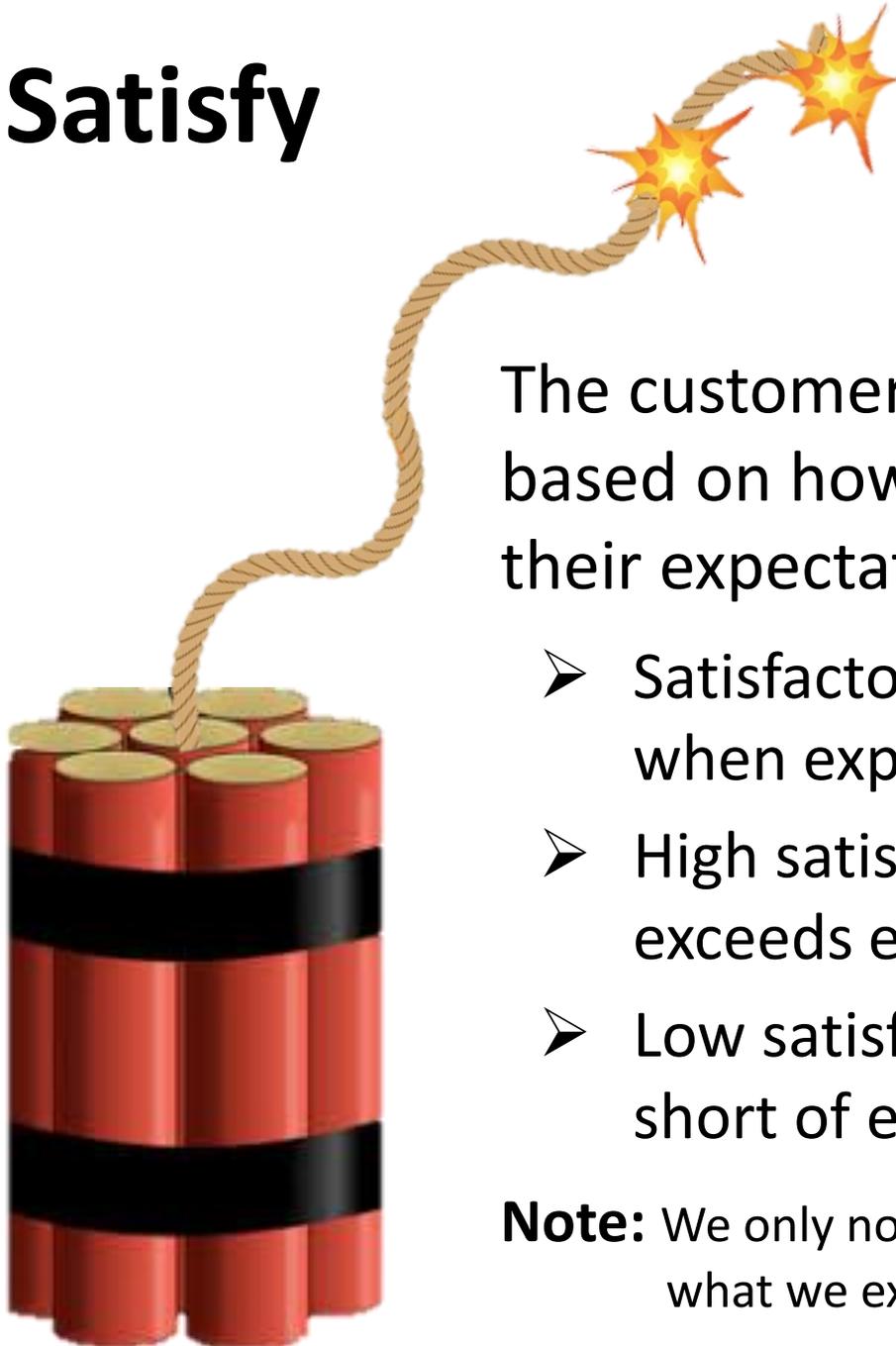
A sincere apology shows the customers that you empathize with their concerns.

When you apologize you:

- Take ownership of the issue
- Comfort the customer
- Show you care about their needs

Offering a sincere apology can diffuse the situation and eliminate any further frustration.

Satisfy

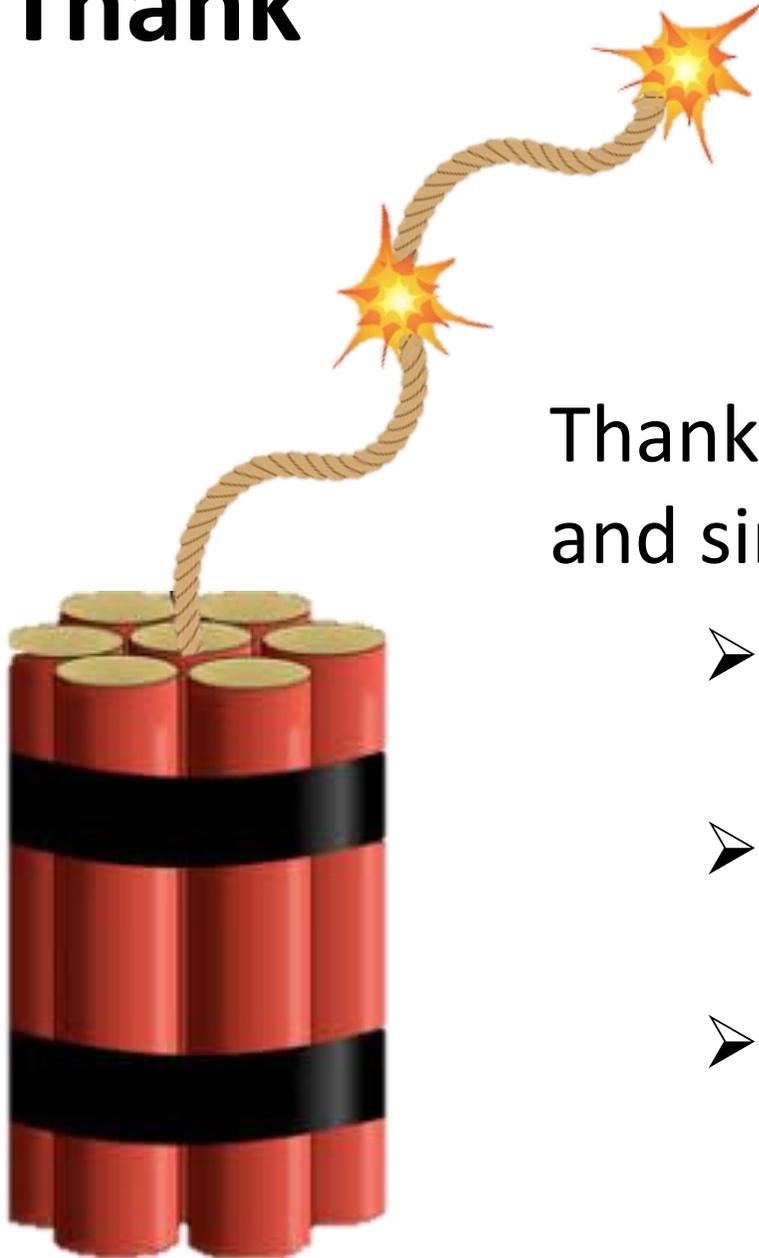


The customers' perception of service is based on how the experience matches their expectations.

- Satisfactory customer service occurs when expectations are met
- High satisfaction occurs when service exceeds expectations
- Low satisfaction occurs when service falls short of expectations

Note: We only notice experiences that are different than what we expect.

Thank



Thank your customers genuinely and sincerely for:

- Bringing the situation to your attention
- Caring enough to provide you with an opportunity to improve
- Giving you a chance to correct it

Be Inspired

Imagine a day without the school supporting staff...









14. A B C D
15. A B C D
16. A B C D
17. A B C D
18. A B C D
19. A B C D
20. A B C D
21. A B C D
22. A B C D
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A B C D

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A B C D

67. A B C D

68. A B C D

69. A B C D

70. A B C

71. A B C

72. A B C

73. A B C

74. A B







*Making a difference...
every student, every school, every day*















Be Great At What You Do

Great service starts with a positive demeanor

- Enjoy assisting your customers
- Realize every customer has different needs and expectations

CARE about our customers

- Communicate clearly
- Appreciate everyone
- Respond quickly
- Exceed expectations
- Smile often



Self-Assessment

At the end of each workday, conduct a personal self-assessment of the service provided throughout the workday. Ask yourself:

- Did I handle all situations professionally?
- What challenges did I encounter?
- Did I build relationships and trust?
- How can I improve?

Conducting a daily self-assessment will continuously develop your customer service skills.



Self-Assessment

Okay, I'll do better tomorrow!



I think you could've been a little more
Great! You're amazing



Questions?

