



better tools • better baristas • better business

## QUALITY CUSTOMER SERVICE

### *What is Customer Service?*

Customer Service affects the \_\_\_\_\_  
of your shop and a customer's \_\_\_\_\_  
within your shop.

Customer Service Encompasses:

*everything a customer sees, hears, touches, drinks  
eats and smells in your establishment.*

Great service creates a space for *community* - which  
is a huge part of the coffee culture.

### *Why Does Customer Service Matter?*

*Typically...*

Good Service = \_\_\_\_\_

- A more enjoyable day!
- Better tips
- Customer Loyalty

Customer loyalty leads to increased sales and  
keeps patrons coming back for more.

### *The Environment:*

The environment or atmosphere of your shop is determined by:

- Cleanliness: \_\_\_\_\_
- Organization: \_\_\_\_\_
- The Music: \_\_\_\_\_
- The Lighting: \_\_\_\_\_
- The Temperature: \_\_\_\_\_
- The Seating: \_\_\_\_\_

### *The Customer's Experience:*

Usually, the server affects a customer's experience more than anything else in an establishment.

### **The Best Baristas:**

- \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- their customers' needs.

## STEP ONE: *Read Your Customer*

With practice, this can be done in a glance.

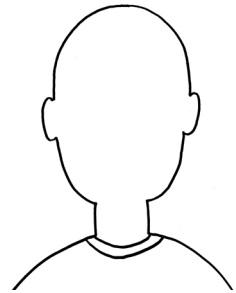
**Before you can really help anyone you have to know what they need or want.** Sometimes you'll get a chance to ask but most of the time you can read the body language and get a general idea.

Here are a few **generalizations** that can help you identify a customer's priorities or needs:

### THE SOCIALIZER:

He/she is here to chat with you and others. Socializers may talk a little too much to the staff.

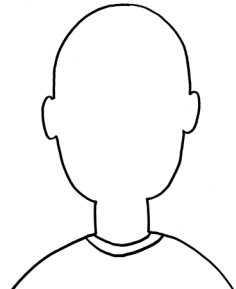
*Dealing with this takes skill and tack. Keep your conversations short and polite. Remember to think about your other customers.*



### THE DASHER:

In a hurry, he/she bursts in with an order in mind hoping for immediate service. Unfortunately Dashers do not usually consider the other guests or your workload. Often Dashers want the staff to understand their problems and stop everything to serve them.

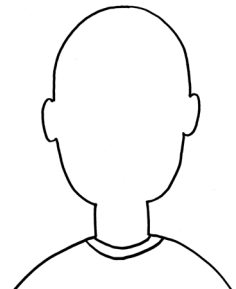
*Unless he/she expects to be the exception to the rule every time, do your best to oblige the hurried guest. Helping a guest when he/she is rushed, often assures that he/she will, out of gratitude, become a patron and return when there is more time to relax. With teamwork, flexibility, good communication and a good spirit, the Dasher can be served in a few minutes.*



### THE GRUMBLER:

He/she may have gotten up on the wrong side of the bed (and obviously he/she has not had coffee yet). Not every guest will arrive wearing a smile.

*Try to empathize - everybody has off days or rough mornings. Try to be polite, kind and accommodating even if it isn't reciprocated. Instead of letting the Grumbler's funk rub off on you let your positive attitude rub off on him/her.*



Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## STEP TWO: *Greet Every Customer*

Smile and show that you are pleased to see the customer!

After quickly reading a customer, greet him/her appropriately. **Say hello...**

Sometimes you will need to wait for the customer to approach you once he/she makes a decision.

**THE SOCIALIZER:** ask about their day

**THE DASHER:** take the order and get ready to move

**THE GRUMBLER:** listen and offer empathy

Even if you cannot immediately serve a customer, make a point to greet him/her and let the individual know that you will be with him/her soon.

*Typically customers are more content to wait when:*

- They know that you see them and are trying to get to them
- They know what to expect (*About how long it will take? Are any menu items temporarily unavailable*)

***Don't make a customer ask for help - try to read and offer assistance first!***

## STEP THREE: *Do Your Best To Meet Or Exceed The Customer's Expectations*

Take your customer's order and **REALLY** listen!

1. If something doesn't make sense - ***ask clarifying questions...***

- "Did you mean...?"
- "You regularly order alternative milk, did you mean to order whole milk?"
- "This is our small size, when you said kid's size is that what you meant?"

2. Repeat the order back to make sure you understood correctly- the details matter!

3. ***Up-selling/Recommendations:*** Make suggestions based on your "read" of the customer

- Does the individual seem adventurous?
- Does he/she have time to listen to your recommendation or product description
- *Also are you in the middle of a rush?*

***Only take this extra step to up-sell or recommend, if the situation is right*** otherwise you may end up frustrating a line of waiting customers or wasting your time. However, if the timing is right you might surprise your customer with a new favorite drink that he/she will return for!

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

***Do not get into an argument with a customer. You never really “win.”*** Even if you have the last word in the debate, you’ve probably lost the customer and upset the environment of the cafe.

***Refer unreasonable or belligerent customers to a manager!***

- “That would be very frustrating”
- “If that happened to me, I think I would feel that way too...”
- “I don’t think I fully understand but I can see that you are really upset and I want to help.”

***Mistakes don't mean you are stupid or incompetent - they mean you are human. No one is perfect!***

**Do your best but remember you won't be able to make everyone happy.**

[illegible]