better tools • better baristas • better business

QUALITY CUSTOMER SERVICE

What is Customer Service?	Why Does Customer Service Matter?
Customer Service affects the of your shop and a customer's	Typically
within your shop.	Good Service =
Customer Service Encompasses:	• A more enjoyable day!
everything a customer sees, hears, touches, drinks eats and smells in your establishment.	Better tipsCustomer Loyalty
Great service creates a space for <i>community</i> - which is a huge part of the coffee culture.	Customer loyalty leads to increased sales and keeps patrons coming back for more.
The Environment:	
The environment or atmosphere of your shop is determ	mined by:
Cleanliness:	
Organization:	
The Music: The Lighting:	
• The Temperature:	
• The Seating:	
The Customer's Experience:	
Usually, the server affects a customer's experience mo	ore than anything else in an establishment.
The Best	Baristas:
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•	

their customers' needs.

STEP ONE: Read Your Customer

With practice, this can be done in a glance.

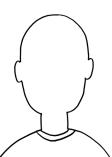
Before you can really help anyone you have to know what they need or want. Sometimes you'll get a chance to ask but most of the time you can read the body language and get a general idea.

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.

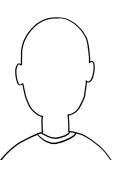
Dealing with this takes skill and tack. Keep your conversations short and polite. Remember to think about your other customers.



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.

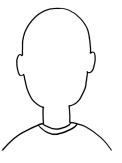
Unless he/she expects to be the exception to the rule every time, do your best to oblige the hurried guest. Helping a guest when he/she is rushed, often assures that he/she will, out of gratitude, become a patron and return when there is more time to relax. With teamwork, flexibility, good communication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

Simile 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:		

Handling Complaints/Conflict Resolution

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!**

Listen:

Do your best not to interrupt or think of a response while he/she is speaking.

Focus on understanding the customer's perspective and issue:

- What happened?
- Why is he/she upset?

Validate & Empathize:

Especially if the situation is not your fault, it is important to show that you care about the customer's concern and feelings. You wouldn't want to be dismissed if you were upset so don't dismiss the customer.

Try to find common ground or a connection to the person so that you don't have to be on opposite sides of an argument. Instead you can work together to find a solution.

Use phrases like:

- "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."

Apologize:

Personally, I do not apologize for who I am, circumstances that are out of my control or for things that are not my fault. I feel diminished when I have to take ownership of events or expectations that are beyond me and I think it cheapens my sincere apologies when I am actually at fault.

Apologize for your part without excuse or justification

Avoid "if's" or "but's"

- "I'm sorry, but..." usually leads to an excuse
- "I'm sorry if..." usually implies that the person's perception of the situation or feelings were wrong

neither phrase feels kind

Acknowledge the wrong:

"I'm sorry, I mixed-up your order"

Sometimes it can feel scary to admit a mistake but try to remember that honesty and ownership are the steps to fixing it.

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

Rectify the Wrong:

If possible, make the situation right:

- Make the drink again
- Close the blinds
- Give the customer another muffin...

Try to be accommodating.

If the customer still isn't, satisfied refer him/her to a manager.

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

Notes: