



# CUSTOMER SERVICE - COUNTER SERVICE

## CORE STANDARDS

- Deliver and complete order to the customer within 5 minutes of joining the queue or arrival at order point.
- If a customer has any questions, resolve them immediately if you can.
- Menu knowledge – you should be able to describe any item or combo/deal on the menu.
- Be alert and observe customers who may be unhappy (frowning, playing with the food, making negative remarks, complaining to other customers may indicate dissatisfaction)
- Approach the customer, (for example, “Hello, I am just checking that everything is OK with your meal?”), use open ended questions to obtain as much information which will help get to the real issue, “what are you unhappy with?”, “what was your order?”, “what are you missing?”
- Resolve if you can, otherwise refer to the complaints Section.
- Complaints (see Service – Complaints section)

## INTRODUCTION

To deliver outstanding service to every customer visiting any Chicken Cottage restaurant in the world, all front-line team members must follow our Chicken Cottage Seven Steps in-store service.

These are:

- Greet
- Take order.
- Suggest
- Confirm
- Prepare
- Present
- Thanks

## GREET THE CUSTOMER

- Acknowledge every customer within 5 seconds when they reach the counter, including Children.
- Make eye contact – this shows you are paying attention.
- Give a warm smile – make it genuine, not forced!
- Give a friendly greeting – for example, “welcome to Chicken Cottage, may I take your order? Or how may I help you today? Or what can I get you today?”
- Avoid repetitious and mechanical greetings.



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## TAKE ORDER

- Ask if the customer is 'Eating in' or 'Taking away'.
- Invite the customer to make their order, help if appropriate with some suggestions.
- Use eye contact and listen effectively.
- Take the order quickly & accurately, allow the customer to give the entire order without interruption.
- Help answer all customer queries about menu items.
- Inform the customer of any promotional offers or deals.
- Repeat the order back to ensure accuracy.

## SUGGESTIVE SELLING

- Offer at least one suggestive sell to the customer to compliment or upsize the meal.

### **Examples may include:**

- A current promotional item.
- A drink or a side order if one has not been ordered.
- Suggesting a large size if no size is specified.
- Do not suggestive sell:
  - When the customer ends the order with 'and that's all'.
  - To children
  - Too many items or too many times – this can be irritating.

## CONFIRM ORDER

- Confirm by repeating the whole order back to the customer for accuracy and verification.
- Ensure the order has been entered correctly into the till/EPOS system.
- When the order has been verified, total the order, and advise the customer of the amount due.

## PREPARE ORDER

- Assemble and pack the order carefully and correctly as per the packing standards.
- Be certain the order items, ingredients, sizes & quantities as per the customer's request.



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- Presenting the order with the correct accompaniments e.g. serviettes, spoons as per the company packing standards. (Refer to the packing procedures)
- Always repeat the order to avoid any mistakes or disappoint the customer.

## **PRESENT & COLLECT PAYMENT**

- Present assembled order to customer and restate the total amount due.
- Take payment with hands & clearly state the amount received.
- When notes are given, place them across the slots of the draw while making the correct change.
- State the amount of change taken from the draw.
- Hand the change to the customer stating again the amount of change given.
- Hand coins first, then notes and place into the customer's hands.
- If a customer questions the amount of change and you become confused, notify the shift Manager immediately.
- Do not leave the draw open for any reason.

## **SMILE & THANK THE CUSTOMER**

- End the transaction with a smile.
- Wish the customer enjoyment of their meal and express thanks or appreciation.
- Your closing comments should be courteous and complimentary.

### **· Examples:**

- Thank you, enjoy your meal.
- Thank you, have a great day.
- Thanks for today and hop to see you soon.