



CUSTOMNER SERVICE - DRIVE THRU

Introduction

Customers who go through our Drive-thru expect an outstanding experience. Their order must be taken in a friendly, polite, and professional manner, delivered quickly and accurately and at the proper temperature.

The order taker is the main contact with our drive-thru customers and must take every opportunity to meet and exceed customer expectations. Drive-thru service begins when the customer first enters the drive-thru lane. Take their order promptly with a smile in the voice to reassure the customer that we value their custom.

Procedures

Greet Customer

- Acknowledge customer within 5 seconds of customer's reaching the order point.
- Use pleasant, warm, friendly greeting. Within 5 seconds of the customer's arrival at the drive-thru menu board or speaker box, acknowledge the customer with:

A pleasant tone of voice.

The tone of voice must be pleasant, warm, and friendly. The tone must carry the same message as a smile at the front counter.

Friendly greeting.

Make a friendly comment or opening greeting to the customer such as "Hi, welcome to Chicken Cottage, may I take your order?" Avoid repetitious or mechanical greetings.

- Do not place customers on hold for more than 10 seconds.

Take the order.

- Listen very carefully. Take the customer's order quickly and accurately.
- Allow the customer to give the entire order without interruption.
- Enter the order directly into the Jinoby System.
- Help the customer with questions about menu items.
- Inform the customer of promotional offers.

Suggestive sell

- Offer something to start, complement, bundle, or upsize the meal at least once. Offer at least one upsell or suggestive sell to the customer to start, complement, bundle, or upsize the meal. Use discretion as to the appropriateness.



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Examples may include offering:

The current promotional or feature product.

A beverage if one was not ordered.

A side item that may complement the meal.

The suggestion "Will that be a large?" whenever no size is specified.

This may occur at any appropriate time during the ordering process.

Use descriptors for the product being suggested, for example, *hot, fresh, cold, tasty*, etc.

Suggestive sell to customers. Suggestive selling should be used when appropriate and then only for an appropriate item. The following list of "do's and don'ts" can improve suggestive selling techniques to assist in providing excellent hospitality.

DO:

Sell up: when a customer does not specify sizes, a natural sell would be, *"Will that be a large meal?"*

Suggest missing items: orders consist of our basic food items: Grilled and fried chicken, chips, salad, Drinks, and desserts. If any of these is not ordered, it is easy and natural to suggest the missing item(s).

Suggest promotional items: promotional food items or premiums are an easy suggestive-sell item: *"Have you tried our grilled Chicken ..?"*

- **Listen to the customer:** comments such as *"And that's all"* tell us **NOT** to suggestive sell to the customer.

DON'T:

Suggest directly to kids: this can upset the parent(s).

Suggest if the customer ends the order with *"And that's all!"*

Suggest more than one item:

- the customer may get the impression that we are trying to force the item on them.

Confirm Order

- Repeat the order back to confirm correct entry into till system.
- Total the order.
- Advise customer of the amount of the purchase.
- Ask customer to proceed to drive-thru window. Confirm the complete order back to the customer for accuracy and verification.
- Ensure the order has been entered correctly into the till system.
- When the order has been verified, total the order, and advise the customer of the amount of the purchase.
- Ask the customer to proceed to the drive-thru window.



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Pack the order

- Assemble and pack order carefully and accurately.
- Be certain the order is correct, in terms of items, sizes, and quantities.
- Provide all required condiments.
- Assemble and pack the order carefully and accurately as described in the Menu Items & Packing Instructions of this volume.
- Assembling and packing the order, making change, and thanking the customer must all occur within 60 seconds.
- Always have items on the menu available for purchase.
- Be certain the order is correct in terms of items, ingredients, sizes, and quantities.
- Provide customers with all items required for products ordered including utensils, serviettes, and straws. Condiments, sauce, and sugar should be offered as needed.

Order accuracy and availability can be assured in many ways.

- All items ordered must be always available for purchase. If not, the customer does not receive what they originally ordered.
- The correct items and sizes ordered must be provided. Know the menu and packing standards, and always confirm the order.
- Always present the order with the correct accompaniments. Provide all items needed for the products ordered such as paper plates, serviettes, spoons, refresher wetnaps, straws, etc. Complete the meal with condiments such as dipping sauces, sugar, salt, pepper, etc.
- Always repeat/confirm the order back to the customer. This ensures the order's accuracy and can allow you correct any potential mistakes.

Smile and greet Customer at window

Acknowledge customer with:

Direct eye contact (as appropriate to culture).

Genuine smile.

- Friendly greeting. Acknowledge each customer at the drive-thru window.
- Use direct eye contact (as appropriate to culture).

Direct eye contact shows that careful attention is being paid to the customer.

- Smile genuinely.

The smile should be conveyed as a genuine smile or an expression of enthusiasm.

- Use a friendly greeting.

The customer should be greeted again.

Example:

“Hi, how are you today?”

“Welcome to Chicken Cottage today?”

Make Change, Confirm Order



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- State amount customer is to pay.
- Place note or notes across till drawer.
- Verify change and count it out to customer.
- Place note or notes in till drawer. State in a firm, clear voice the amount the customer is to pay, as well as the amount the customer has given.
- When a note or notes are given as payment, place them across the slots of the till drawer while making change.
- State the amount of change owed to the customer as the money is taken from the drawer.
- Count out loud the amount of change given to the customer. Hand the customer all the coins; then count the notes in sight of the customer and place them in the customer's hand. If a customer questions the amount of change and you become confused, notify the Shift manager on duty immediately.
- After the correct change has been given to the customer and there are no questions, arrange the notes in their proper slots in the till drawer and close it. Do not leave the till drawer open for any reason.
- Confirm the order with the customer, repeating it out loud as you deliver it.

Present Order. Thank Customer

- Repeat order to customer and present it.
- End with a smile and a thank you.
- Deliver complete order to customer within 5 minutes of customer's entering the queue or arrival at the order point.
 - Repeat the order out loud to the customer as you present it.
 - End with a smile and express thanks or appreciation.
 - The closing comments should be courteous and complimentary.

Example:

"Thank you, enjoy your meal" or "Thank you for visiting Chicken Cottage today, have a great day."

- Deliver the complete order to the customer within 5 minutes of the customer's entering the queue or arrival at the order point.