

Customer Service Video



Our Department's most vital assets are our Customers!!!



What is a Customer?

A customer

- ...is the most important person in our business
- ...depends on us to provide a nutritious meal in a safe and clean environment
- ...is deserving of the most courteous and attentive treatment we can provide



Who Are Our Customers?

- ▶ Students
- ▶ Parents
- ▶ Faculty
- ▶ Staff, including our food service personnel
- ▶ Or anyone who enters our foodservice establishment



What is Customer Service?

- ▶ Treating others as you would like to be treated yourself.
- ▶ Organization's ability to take care of customers in a positive manner.
- ▶ Providing goods and services in a professional and friendly way.



Know Your Customer



Why is Customer Service Important?

- ➔ Repeat business and Customer Loyalty
- ➔ Excellent customer service combined with great products creates higher meal participation
- ➔ Never forget that the customer pays your salary and makes your position possible

Remember: You are the face and voice of The Department of Food and Nutrition

Why is Customer Service Important?

- It only takes 10 seconds to make an impression (good or bad) on a customer
- A satisfied customer will tell about 5 people about their positive experience
- An unhappy customer will tell an average of 20 people



Why is Customer Service Important?

- The cost of establishing a new customer is 5 times greater than keeping a current one
- 98% of unhappy customers will not bother to explain why, they will simply take their business elsewhere
- 95% of these unhappy customers could have been retained had their customer service experience been a pleasant one

Delivering Good Customer Service Means...

1. Treat your customer like a somebody, not a nobody... The customer is important.
2. Be polite and respectful to your customer.
3. Thank your customers like you mean it!!
4. Your appearance is very important. Nearly 90% of customers form an impression based on what they see.
5. When you make a mistake apologize and take corrective action as soon as possible. Remember the customer is always right.
6. Listen to your customers. To understand their needs. Ask your customer for their preferences.
7. Focus on your customer. Be attentive.
8. Time is valuable. Have a sense of urgency.
9. If you don't know the answer to a customer's question, ask your manager
10. Patience is a virtue. When a customer loses their cool, don't take it personally.

How Should We Respond to our Customers?

- ▶ Be on time & ready to serve
- ▶ Take pride in your appearance
- ▶ Recognize & Make Eye Contact
- ▶ Greet them with a smile
- ▶ Deliver fast, friendly service
- ▶ Have a positive attitude
- ▶ Avoid conflict

How Can I Make a Difference?

- ▶ Take pride in your work
- ▶ Be a team player
- ▶ Listen to others
- ▶ Be courteous
- ▶ Contribute by making suggestions
- ▶ Remain calm and professional to avoid confrontation



A Customer Needs...

- ▶ ...to feel welcome
- ▶ ...to feel comfortable
- ▶ ...to be understood
- ▶ ...to be appreciated
- ▶ ...to be recognized
- ▶ ...to feel important
- ▶ ...to be respected

