

THE CUSTOMER JOURNEY – WOLFRD CLASS SERVICE

STAGE	Making a Reservation	Greeting	Seating	Placing the Order	Serving the Meal	Paying the Bill	Leaving
CUSTOMER EXPECTATIONS	<ul style="list-style-type: none"> Getting through easily and having a table at the time I want. My call will be dealt with quickly and efficiently 	<ul style="list-style-type: none"> Being greeted with a smile Staff will be friendly and they will have my booking. 	<ul style="list-style-type: none"> Table to be ready when I arrive Being given the correct menu, to order drinks, which come quickly. 	<ul style="list-style-type: none"> The menu is interesting, there are things I like. The waiter can answer any questions I might have. Everything on the menu is available. 	<ul style="list-style-type: none"> Ladies are served first. The dishes are placed in front of the correct people. The serving of starters and mains is well timed, and the food is served at the correct temperature 	<ul style="list-style-type: none"> The bill is correct, comes quickly when it is asked for and is presented to the right person. 	<ul style="list-style-type: none"> I expect the staff to say good-bye as I leave.
WHAT COULD HAPPEN TO EXCEED EXPECTATIONS?	<ul style="list-style-type: none"> They recognised my name & know I have visited before. If the time I want is not available, an alternative time offered and the advantages of dining at that time described. Or team member picks up that it is a special occasion and suggests either Champagne on arrival, a birthday plate or flowers to add value to the experience Team member ends call warmly and politely, perhaps with "Thank you for calling – we look forward to seeing you on Thursday 8th" and waits for customer to hang up before moving to next call 	<ul style="list-style-type: none"> If host is busy, another member of staff approaches us with a warm smile, takes our coats and show us to our table. Takes details of our booking, and makes us feel comfortable. 	<ul style="list-style-type: none"> Exciting drinks suggested as a way of starting our evening. Person taking drinks order is enthusiastic and informed. Let's me know cocktails take a bit longer to prepare, but are worth the wait. Drinks arrive within five minutes (faster if cocktails not required). Waiter introduces himself, using positive body language, direct eye contact'. Makes guests feel excited about the menu, and comfortable about asking questions. 	<ul style="list-style-type: none"> The waiter invited questions about the menu & was able to describe dishes in an enthusiastic and informed way, explains dishes clearly. Makes particular reference to new dishes When taking order, is flexible about special requests, suggests accompanying wine in an informed way, repeats order and modifications back in approving and positive way. Makes eye contact with group - makes friendly comment with a smile as leaving table to enter order. Eg. Can I order any further drinks for you Mr Hodges? I'll put your order through and be back with you shortly. 	<ul style="list-style-type: none"> If there is a delay, it is communicated to me, apologised for and if appropriate an extra dish sent out. The food is presented to the correct guests with an accompanying description emphasising ingredients and presentation. If there is a problem, such as cold food, the problem is dealt with immediately and appropriate apology made. It is clear the complaint has been taken seriously, as a Manager introduces himself to apologise, and takes a close interest in the table from then on. The waiter, tops up drinks discretely, leaves table with a smile. It is always easy to get his attention 	<ul style="list-style-type: none"> A final check is made in a personal way about our experience. Eg. how did you find the new salmon dish, Mr Hodges? I'm glad you liked it. I'll pass on your comments. Or the waiter makes reference to something he has picked up on while serving us, e.g. I hope you enjoy the rest of your visit to London. Make sure you visit us the next time you're here. You might want to try lunch next time. On a warm day there's no finer place to dine in London He wishes me well for the rest of the evening. 	<ul style="list-style-type: none"> Host at the door asks about our evening, and express knowledgeable enthusiasm if I say I liked a particular dish. They check again to see if I or my guests need a cab. If I am unsure of where to go, they take the time to walk me part of the way and point me in the right direction. They say good bye with a smile, perhaps using my name. They tell me they are looking forward to seeing me again in the future.

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<p>OUTCOME OF THE CUSTOMER EXPERIENCE</p>	<ul style="list-style-type: none"> Welcome surprise. Looking forward to eating there. Feels has received personal and interested service. 	<ul style="list-style-type: none"> I feel welcome and comfortable – a great start to the evening. 	<ul style="list-style-type: none"> I feel my waiter is a professional and is interested in us as individuals. 	<ul style="list-style-type: none"> They care about me. I am pleased to be eating in a restaurant, where the Chef is innovative, the ingredients are top quality and the waiter really knows his stuff! 	<ul style="list-style-type: none"> I feel well looked after. 	<ul style="list-style-type: none"> I feel the waiter likes where he works and is proud of it. The service has been efficient, but as importantly, it has felt personal. 	<ul style="list-style-type: none"> The evening ends on an upbeat note. I feel I have received personal and interested service from staff who are professional and enjoy their job. A really positive last impression.
<p>GOOD SERVICE DELIVERY</p>	<ul style="list-style-type: none"> Apology offered if I've been put on hold. The team member is able to answer all my questions. My booking is made within 3 minutes 	<ul style="list-style-type: none"> Staff were waiting for us as we entered and gave us a warm greeting. 	<ul style="list-style-type: none"> Table is ready, but if not, taken through to the Bar by relaxed and welcoming hostess who takes my drinks order and assures me wait for table won't be very long. 	<ul style="list-style-type: none"> Waiter is well informed and takes order quickly, suggesting appropriate side dishes. 	<ul style="list-style-type: none"> The waiter reads my table well, judging whether it is a business lunch and would appreciate speedy service, or if we are with old friends and would like longer to talk between courses. 	<ul style="list-style-type: none"> The bill is double checked and presented using my name, and I am asked about my evening. 	<ul style="list-style-type: none"> The staff help me on with my coat, and ask about my evening.
<p>FAILING TO MEET EXPECTATIONS</p>	<ul style="list-style-type: none"> Left on hold for a long time – no apology offered. Fully booked at the time I want. Operator sounds uninterested, doesn't offer any alternatives. 	<ul style="list-style-type: none"> I was ignored. The staff were busy and did not notice me. They can't find my booking. 	<ul style="list-style-type: none"> Table isn't ready. When shown through the table it's set incorrectly. Drinks take a long time to arrive. 	<ul style="list-style-type: none"> The dish I have chosen is no longer available Menu is difficult to understand, and waiter's answers to my questions brief and flat. 	<ul style="list-style-type: none"> Waiting a long time for my starters, and the mains arrive too quickly or too long after the starters. My guests get food they did not order. The side orders are not served at the same time. The food is cold. 	<ul style="list-style-type: none"> Can't get attention to ask for the bill. Incorrect bill Long wait to pay 	<ul style="list-style-type: none"> The staff are busy and don't acknowledge my departure.