

## Service - Customer Journey

<b>WHY</b>	<p>Why do we go out eat and drink in fancy restaurants? Because we can't cook as well as the Chef does? Because we don't want to have any washing up to do? We want to go out for the EXPERIENCE.</p> <p>This short course will simply help you identify all the touch points and ways to improve your customers' experience.</p>
<b>WHO</b>	<p><b>Audience:</b></p> <ul style="list-style-type: none"> <li>- Hospitality professionals of all levels</li> <li>- Anyone curious about service</li> </ul> <p><b>Facilitator:</b></p> <ul style="list-style-type: none"> <li>- Self-learning</li> <li>- Managers of all levels</li> </ul>
<b>WHAT</b>	<p><b>Content includes:</b></p> <ul style="list-style-type: none"> <li>- Identifying the touch points: the Customer Journey</li> <li>- Ways to improve the Customer Experience</li> </ul> <p><b>Content length:</b></p> <ul style="list-style-type: none"> <li>- Approximately 30 minutes</li> </ul>
<b>HOW</b>	<p>1<sup>st</sup> Read content and select what you believe to be useful for you/your team</p> <p>2<sup>nd</sup> Decide what element you/your team will apply and make a plan</p> <p>3<sup>rd</sup> Set a deadline for application to be reviewed</p> <p>4<sup>th</sup> Review results, amend methods according to specific needs and apply again until satisfied</p>

## **Identifying the touch points: the Customer Journey**

Before reading the below course, do a mental list of the different touch points you believe there are for your customers in your business. Chances are, you've missed one.

First things first, the Customer Journey starts when your future guest start planning a visit: could be a Google search, trying to locate you, check your opening hours or menu on your website maybe. Do you take bookings? Do customers call you before visiting? You would not believe how much damage to your business a poor/inaccurate website or cold person on the phone can do. What do we say about first impressions?

Then, of course, greeting. Have you ever seen people in a queue leaving before they were even greeted? They simply decided in seconds this was not the place they will spend their money tonight.

The core of the customer experience consists in being sat, taken an order and served a meal. This is where most businesses invest the bulk of their effort, sometimes taking their eyes off the ball for what comes before and after that.

Have you ever loved your evening at a restaurant, until you've asked for the bill... why is it we sometimes feel forgotten then? Can you please take my money!

Finally, the customers leave your premises. Not always noticeably.

- 1. Making a reservation**
- 2. Greeting**
- 3. Seating**
- 4. Placing the order**
- 5. Serving the meal**
- 6. Paying the bill**
- 7. Leaving**

## Ways to improve the customers' experience

STAGE	Making a Reservation	Greeting	Seating	Placing the Order	Serving the Meal	Paying the Bill	Leaving
<b>CUSTOMER EXPECTATIONS</b>	Getting through easily and having a table at the time I want. My call will be dealt with quickly and efficiently	Being greeted with a smile Staff will be friendly and they will have my booking.	Table to be ready when I arrive. Being given the correct menu, to order drinks, which come quickly.	The menu is interesting; there are things I like. The waiter can answer any questions I might have. Everything on the menu is available.	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	The bill is correct, comes quickly when it is asked for and is presented to the right person.	I expect the staff to say good- bye as I leave.
<b>WHAT COULD HAPPEN TO EXCEED EXPECTATIONS?</b>	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 members pick 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 8 <sup>th</sup> " and waits for customer to hang up before moving to next call	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.	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.	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. E.g. Can I order any further drinks for you Mr Hodges? I'll put your order through and be back with you shortly.	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	A final check is made in a personal way about our experience. E.g. 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.	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.