



GUEST EXPERIENCE



The telephone etiquettes

Basic Telephone etiquette include:-

Know how to use the phone

Speak clearly and slowly

Smile

State your name and organization

Write down the caller's name and use it

Don't say rude things while someone's on hold

If they're explaining something use words to show you are listening

Have pad and pencil ready to take notes and messages

Don't eat or drink while on the phone

Handling the Telephone Calls in Food & Beverage Operations examples:-

The staff members who handle the telephone calls must be thoroughly aware of the work system. The procedure for handling calls is as follows –

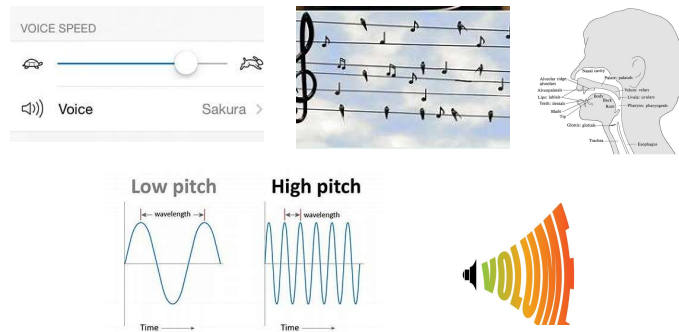
- Always answer the phone call promptly, within three rings. If it takes time to answer, apologize to the customer.
- Speak with the caller attentively by avoiding any distractions around.
- Always inform the caller before transferring his call and putting him/her on

hold.

- Always talk politely and respectfully to the customers by addressing women as 'Madam' and men as 'Sir'.
- Ensure that you solve all the customer queries before terminating the telephonic conversation.
- Speak clearly with a cooperative tone; do not speak loudly.
- Avoid domain jargons and informal words such as 'Yup', 'hang-on' or yeah.' Instead, use formal words such as 'absolutely', 'please wait', 'Yes', etc.
- Always end the phone call by saying, 'Thank you for calling (sir/madam)!'

Use your Voice

Rhythm Speed Pitch/Tone
Articulation Volume



When communicating it is important to observe the voice characteristic as below:-

Rhythm: the rhythm of the voice is for example like when you dance according to the tempo of a music, so as not to allow a monotonous rhythm

Speed: is about the level of how fast or slow you speak. The faster you speak, the more difficult it is for the person who are listening to you understand the contents

Pitch/Tone: this is like the notes in a piece of music. If a song were composed using only one or even only two notes, the audience would not be entranced...

Articulation: is the ability to speak with the mouth open so that the sounds are audible. If I don't open my mouth very much when I speak, I articulate to a lesser degree, and it will be more difficult to understand what I'm saying

Volume: is the ability to speak louder or softer depending on the surrounding and the situation

Paying attention to your voice means playing on these characteristics in order to be

better understood.

Questioning Skills

- Open Questions
- Closed Questions
- Paraphrasing
- Check Understanding



Open

Why	Not a Yes & No answer
Where	Use when you want more of a response
What	
When	
How	

Closed

Do	Typically, a “yes” or “no” answer
May	Use when you want a short answer
Would	
Is/Are	
Does	

Although the following list is not exhaustive it outlines the main reasons questions are asked in common situations.

- To Obtain Information:
- The primary function of a question is to gain information – ‘*Do you have a reservation?*’
- To help maintain control of a conversation
- While you are asking questions you are in control of the conversation, assertive people are more likely to take control of conversations attempting to gain the information they need through questioning – *Do you have preferences?*
- Express an interest in the other person
- Questioning allows us to find out more about the respondent, this can be useful when attempting to build rapport and show empathy or to simply get to know the other person better.
- To clarify a point
- Questions are commonly used in communication to clarify something that the speaker has said. Questions used as clarification are essential in reducing misunderstanding and therefore more effective communication.

To explore the personality and or difficulties the other person may have
•To encourage further thought

Examples of questions?

Do you prefer alcoholic or non-alcoholic drink? (closed questions)

What are the Asian varieties of food that you serve? (opened questions)

Body Language for Positive



Good body language practices include:-

- Smile
- Introduce yourself (if appropriate)
- Lean forward
- Be ware of cultural differences

Basic Rules for Communicating with the Guests:-

Conversation with the guests is the backbone of any service-providing business. The guidelines for conversing with the guests are –

- Keep upright posture and smiling face.
- Let them know that you are enthusiastic and eager to serve them.
- Be respectful to elderly guests, friendly with the same-age guests, and jovial with the children.
- Keep the voice of speech audible and clear.
- Apologize if some food item or beverage has run out of the stock.
- While the guests are having their meals, make a brief round at the table to observe if everything is fine.

Welcoming guest procedures

- Greetings
- Ushering
- Sitting



Basic Procedure of Greeting Guests:-

1. Acknowledge guests as soon as they arrive (with a smile)
2. Approach guest with an appropriate welcome standards (ie. N Good morning/afternoon or evening Sir)
3. Ask guest if they have made any reservation, if yes ask for booking number and booking name
4. Ask guest if they prefer ala carte or buffet while showing them to the seat
5. If guest do not have any reservation, allocate the guest according to the number of covers
6. Example of greetings: Good afternoon, Sir. Welcome to xxxx restaurant, I am (provide name) you host today. Have you make any reservation

Presenting Bills to guest



Basic standards of Presenting Bills to the Guest procedures:-

Before presenting bill to the guest, make sure the guests don't want to order anything more. There are many policies of setting guest bills in the F&B establishments. Some prefer the guests pay cash at the cash collection counter. In such case, the serving staff must accompany the guest to the payment counter to ensure only the right amount is charged to the guest.

Some F&B Services businesses prefer to bring bills (or checks) to the guests' tables and get them settled. While presenting and settling the bill, follow the given steps –

- Ask politely, "Should I bring you the bill, Sir/Madam?"
- Once the guest confirms, ask how he/she would like to pay. It should be either credit card, debit card, or cash.
- Go to the payment counter to prepare the bill.
- Cashier prepares the bill according to the table number told by waiter.
- Present the bill in a small closed folder to the guest from his/her left side.
- Stand beside the guest till the guest examines the bill.

- If the guest pays by cash, take it and deposit the amount at the payment counter. If the guest wishes to pay by card, take the guest's signature on the bill, and take the card and bill to the payment counter. If the establishment has facility of mobile card-payment service, take the transaction device to the guest table.
- The cashier returns the balance amount if paid by cash. If the payment is by card, he ensures the card's expiry date and accepts the payment.
- Bring back the copy of printed bill and any change or the card to the guest.
- If the guest insists to take the tip, mention your thankfulness with smile.
- When the guest stands up to leave the table, pull the chair backwards by informing him/her to help to get out of the chair gracefully.
- Thank the guest for his/her visit and invite him/her to visit again.

What do guest expect?



What do your guest expect when patronizing in a food and beverage outlet? Below are a few guest expectations when dining in a restaurant:-

- No waiting time to be seated
- Fast service
- Greeted by guest
- Provide option ie. Menu selection, seating area etc
- Attentive service, being understood

MEET
GREET
LISTEN
RESPOND
DELIVER
DELIGHT
+

CUSTOMER
SATISFACTION



GUEST Satisfaction

In order to deliver guest satisfaction, the serve should acquire the following skills:-

- Tactful
- Patience
- Empathy
- People Oriented
- Positive Attitude
- Assessment
- Negotiation
- Attention to Detail
- Etc

To understand your guest, you must first start to **THINK LIKE THEM.** This is the **most powerful** guest service technique & and important step towards understanding the guest's needs.

How do you handle guest objections?



- NEED OBJECTION
- PRICE OBJECTION
- TIME OBJECTION
- PRODUCT OBJECTION

Dealing with difficult guest



Below are some of the basic tips in handling difficult guest:-

- Label the behavior, not the guest
- Listen
- Don't get defensive
- Don't take it personally
- Find out what the guest needs
- Discuss alternatives
- Take responsibility on what the server can do
- Agree on action

The Angry Guest



Tips to handle an angry guest:-

- Listen carefully without interrupting to understand the problem
- Empathize in a broad way
- Stay calm and remain polite
- Don't escalate the problem
- Don't take it personally, be defensive or blaming others
- Propose an action plan and follow it
- Seek support if you are unable to handle the situation



Guest with Special Needs

Example of guest with special needs requirement:-

- People for whom English is not their 1st Language
- People with disability or limited mobility
- People from different culture
- Companied with Children
- People on food diet or allergy

The talkative Guest



Tips to handle talkative guest and is not limited to the following:-

Ask closed questions

Limit the time available for them to interrupt (don't have long pauses)

Provide minimum response

Smile and be pleasant but don't encourage them

Wind up- thank them for coming, walk them to the out but don't be rude or dismissive