

DESIGNING & IMPLEMENTING AN
EFFECTIVE CUSTOMER SERVICE PROGRAM:

QUICK SERVICE



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Good Customer Service

- ❖ **Good customer service** typically means providing timely, attentive, upbeat **service** to a **customer**, and making sure their needs are met in a manner that reflects positively on the company or business.



Our Definition

- ❖ What good customer service looks to us is they are exceeding guest expectations, quick to do tasks, proactive, attentive.



How guest will be greeted upon arrival

- ❖ Welcome our customers to the establishment using the company name as well as saying their name

"Welcome to Mcdonald's! My name is Maria."

How orders will be taken

- ❖ Prompt customers by saying, "What can I get you today?"
- ❖ After customers say their order, we repeat their order.
- ❖ End with saying the total and processing their payment
- ❖ Lastly directing to the pickup area



How guest will be treated while in the operation or in drive-thru

- ❖ Greeted with a smile
- ❖ Address guest as ma'am or sir
- ❖ Listen carefully and accommodate any needs or changes
- ❖ With respect and in professional manner



How will guest complaints be addressed?



- ❖ Offer a sincere apology immediately for our mistake and reassure them that it won't happen again.
- ❖ Talk in a calm manner while giving them undivided attention.
- ❖ Ask what they would like us to do to compensate for the complaint while not exceeding one's own authority.
- ❖ Offer a freebie

How will we implement our employee-related service standards?



Staff training to meet the operations quality standards.



A mission statement for the employees to have a reminder of the service standard expectations.



Briefings or line-up meetings before the start of daily operations

How will we train staff to achieve our employee-related service standards?

The training will consist of role-playing activities, video presentation, training manuals, employee handbook, and opening and closing checklist.

Different type of effective training:

- ❖ 1:1 training
- ❖ Small-group training
- ❖ Large-group or all staff training

How will we monitor our success in achieving our employee-related service standards

- ❖ After reviewing customers ratings and company evaluations, it would allow us to make adjustments to our training procedures to improve our skills
- ❖ Inspect menu items as they are delivered to the customers.
- ❖ When giving the receipt of the customers inform customers about a site to take a survey
- ❖ Comparing sales and the amount of complaints

Customer Satisfaction Survey

Please answer the following questions about your visit to the (place).

	Very Bad	Bad	Neutral	Good	Very Good
	1	2	3	4	5
1. The speed of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The taste of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The appearance of our product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The temperature of the food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The accuracy of your order	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. The overall experience of your visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. The menu had an excellent selection of items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. The friendliness of the crew	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. The cleanliness of the restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Was the payment process smooth?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for feedback.

This document
can be seen
[here](#)

How will you consider this input?

We would take these surveys into consideration because these are feedback directly from our customers and we want to make sure to provide the best quality service as possible.

What training will you provide employees to help them achieve the new standards?

Who will conduct the training:
Manager/Supervisor

When training(s) will occur: Once standards are finalized

Duration of trainings: 1 day (8hrs)

What will take place during training:
Will provide a hard copy of the new standards, signing off a document that employees acknowledge the training they've attended, may use powerpoint presentations, or roleplaying demonstrations

Location of training: Onsite

Frequency of training sessions: Every 3 months

Trainees' learning assessment(s):
Demonstration of what was learned & short written exam

Customer Service Checklist

Please answer the following questions about your visit to the (place).

	Very Bad	Bad	Neutral	Good	Very Good
	1	2	3	4	5
1. Cleanliness of uniform	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Friendliness and courtesy of the staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Show a well-mannered attitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Have the patience to listen and accommodate the customer needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Greetings by the staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. The employee spoke loudly and clearly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. The professionalism of the staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Product knowledge of the staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Quality of the service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Greet with a sincere smile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for feedback.

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[here](#).

RESOURCES

[Google Doc Quick Service Operation](#)

www.myperfectresume.com

www.callcentrehelper.com

[Mission Statement Photo](#)

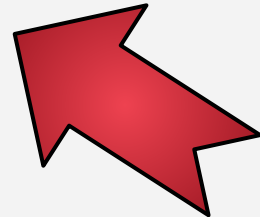
[Staff Training Photo](#)

[McDonalds Staff Meeting Photo](#)

[Background Photo](#)

[Customer Service Checklist Google Doc](#)

[Customer Satisfaction Survey Google Doc](#)





Thank You