





CUSTOMER SERVICE TO ELEVATE THE DINING EXPERIENCE



Presented by:
Joyce Lamilla,
M.Ed, RD/LD
Director,
Business
Development &
Nutrition
Services

Ben E. Keith Foods

HAVE A CLEAR VISION: WHAT DOES 'EXCEPTIONAL CUSTOMER SERVICE' MEAN TO YOU?

• DEFINED

• YOU KNOW IT WHEN YOU SEE IT



A LEADER IN CUSTOMER SERVICE TRAINING



THE RITZ-CARLTON®

Ritz-Carlton- "Radar On-Antenna Up"

- President and COO Horst Schulze coined the company's well-known customer/employee-centered motto, "We are Ladies and Gentlemen Serving Ladies and Gentlemen" and the set of specific service values (standards) on which The Ritz-Carlton employees base service through the present day.
- During this time, The Ritz-Carlton also became known for its influence on service in a wide range of industries, through the creation of The Ritz-Carlton Learning Institute where executives from other companies worldwide in many disciplines come to learn The Ritz-Carlton principles of service.



SERVICE VALUES

I build strong relationships and create Ritz-Carlton guests for life.

I am always responsive to the expressed and unexpressed wishes and needs of our guests.

I am empowered to create unique, memorable and personal experiences for our guests.

I understand my role in achieving the Key Success Factors, embracing Community Footprints and creating The Ritz-Carlton Mystique.

I continuously seek opportunities to innovate and improve The Ritz-Carlton experience.

I own and immediately resolve guest problems.

I create a work environment of teamwork and lateral service so that the needs of our guests and each other are met.

I have the opportunity to continuously learn and grow.

I am involved in the planning of the work that affects me.

I am proud of my professional appearance, language and behavior.

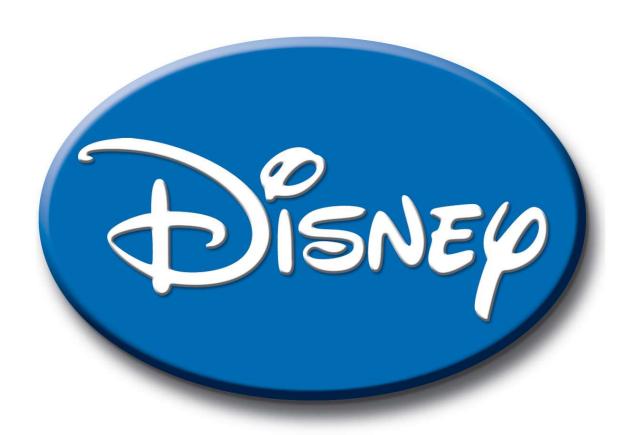
I protect the privacy and security of our guests, my fellow employees and the company's confidential information and assets.

I am responsible for uncompromising levels of cleanliness and creating a safe and accident-free environment.

Credo

- The Ritz-Carlton Hotel is a place where the genuine care and comfort of our guests is our highest mission.
- We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed, yet refined ambience.
- The Ritz-Carlton experience enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests.





WHAT DO THEY HAVE IN COMMON?

- **❖** COMMITTMENT TO EXCELLENCE IN CUSTOMER SERVICE
- **❖**GREET BY NAME
- **❖** ANTICIPATE THEIR NEEDS
- **❖** EMPOWER EMPLOYEES
- *****EXCEED EXPECTATIONS
- **❖**THANK YOU





Why do customers leave and organizations fail?

60-70% of customers will leave because of one employee

Patient Satisfaction Measures have increased the importance of food and dining services.

One hospital executive commented- Patients may not be able to judge medical competence, but they will always be able to judge 3 things-

1-Are people nice to them?

2-Is the food good?

3-Is the place clean?



Service is our invisible product

• It is no surprise that as today's socially mobile consumers have grown accustomed to getting what they want, when they want it, their expectations have risen accordingly. 82% of CEO's reported that customers expectations were higher than 3 years ago.



MAKE THEM HAPPIER THAN THEY WERE 10 SECONDS AGO-YOU MAY BE THE BEST THING THAT HAPPENED TO THEM ALL DAY





WHY DO WE NEED STANDARDS OF SERVICE IN HEALTHCARE?

- DIFFERENTIATE US FROM COMPETITORS
- PATIENTS/RESIDENTS ARE OUR BUSINESS- WE DEPEND ON THEM
- IMPACT ON YOUR BOTTOM LINE
- IMPACT EMPLOYEE TURNOVER
- INCREASE STAFF AND PATIENT/RESIDENT SATISFACTION SCORES



10 Commandments of Superior Customer Service

Customers are:

- 1. The most important people in any organization
- 2. Not dependent on us-we are dependent on them
- 3.Not interruptions to our work-they are the purpose of it
- 4.Doing us a favor when they call-we are not doing them a favor by serving them
- 5.Part of our organization
- 6.Not cold statistics-they are human beings with feelings of their own



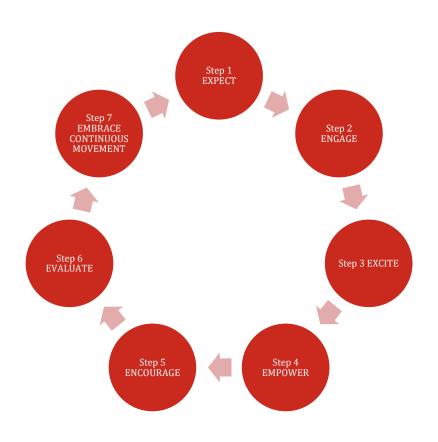
Customers are:

- 7. Not someone to match wits with
- 8. People who have wants-it is our job to fill those wants
- 9. Deserving of the most courteous and attentive treatment we can give them
- 10. The lifeblood of this and every organization

By, The Healthcare Warrior-Grant Muddle

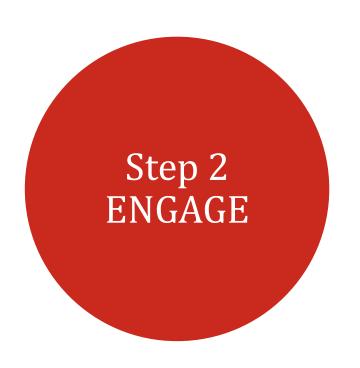
http://healthcarewarrior.com

CUSTOMER SERVICE CYCLE





- Start with your Core Values.
- Define Actions Expected
- Service Behaviors.
- Set and Share Measurable Goals for Implementation & Results.
- Lead by Example.



- SMILE
- CALL THEM BY NAME
- ANTICIPATE THEIR NEEDS
- GO THE EXTRA MILE
- REMAIN PRESENT TO THE CUSTOMER



- GET YOUR TEAM ON BOARD
- GET YOUR TEAM TO ROLL OUT THE RED CARPET
- GET YOUR TEAM EXCITED
- SHOW *THEM* THE RED CARPET TREATMENT



- TRAINING IS PARAMOUNT
- INTERACTIVE SKILLS TRAINING
- TRAINING IS MORE THAN A ONE-TIME SPECIAL EVENT
- GIVE THEM GUIDELINES AND TOOLS



- Communicate Continuously.
- Praise can be public; Correction is always private.
- Coach for Correction.
- Say Thank You Specific,
- Sincere, Spontaneous, Soon.
- Tell Stories worth Sharing
- Formal, on-the-spot recognition program



- MEASURE
- SHARE THE RESULTS
- CELEBRATE SUCCESSES



- Reinforce the message
- Give your orientation and onboarding a makeover
- What should be our next area of focus

Donna Cutting, Founder and CEO Red-Carpet Learning Systems



BECOME A FAN

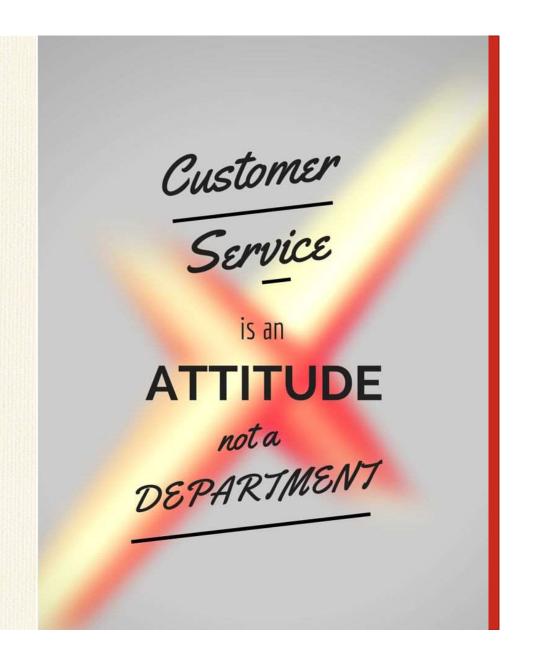
• IF YOU WANT YOUR CUSTOMERS TO BE RAVING FANS OF YOUR BUSINESS, YOU MUST FIRST BE A RAVING FAN OF YOUR CUSTOMER.

RED CARPET
CUSTOMER SERVICE
IS ABOUT MAKING
THE PERSON IN
FRONT OF YOU FEEL
LIKE THE MOST
IMPORTANT PERSON
IN THE ROOM



WHEN YOU ROLL OUT THE RED CARPET, THEY TELL EVERYONE THEY KNOW





REGARDLESS OF YOUR
JOB TITLE, YOU CAN
TAKE A LEADING ROLE
IN DELIVERING RED
CARPET CUSTOMER
SERVICE

CHOOSE TO TAKE ORDINARY INTERACTIONS AND TURN THEM INTO EXTRAORDINARY ENCOUNTERS





DINING EXPERIENCE

- EYE CONTACT, SMILE, ADDRESS BY NAME IF POSSIBLE
- INITIAL STATEMENT- ie- BETTY, THAT COLOR LOOKS LOVELY ON YOU. MARY, WILL WE SEE YOUR SON THIS WEEKEND? MRS. RODGERS, YOU ARE LOOKING WELL TODAY.
- ORIENT THEM TO WHAT MEAL IT IS, BE THOROUGHLY VERSED IN YOUR MENU
- ANTICIPATE NEEDS
- CHECK IN FROM TIME TO TIME DURING MEAL FOR FEEDBACK
- KEEP APPRISED OF STATUS
- THE CUSTOMER IS ALWAYS RIGHT
- SAY THANK YOU



ETIQUETTE MATTERS

- Who do you serve first? If there's a guest of honor, serve them. If not, begin with the women, then men.
- Serve and clear food from the diner's left. If you have to reach in or interrupt, be polite.
- Serve, pour and refill drinks from the right.
- When serving food, have a system so you know which plates go to which diner. Don't call out entrées if possible.
- Never rush meals or make diners feel like you want them to leave.
- Clear plates unobtrusively





MAKE IT SPECIAL





MAKE IT PERSONAL-CELEBRATE SPECIAL OCCASIONS





Your Customer Service is only as good as your least engaged employee.



UPSET CUSTOMERS





TREAT UPSET CUSTOMERS TO RED CARPET CUSTOMER SERVICE

- Listen intently to their problem without interrupting.
- Own the mistake. Acknowledge that, yes, there is a problem. Let them know you are very sorry.
- Stay calm, especially if you don't agree with your customer.
- Maintain eye contact and watch your body language. Make sure your body isn't telling a different story than your words.
- Ask your customer what they'd like. Try to negotiate a solution that is acceptable to both of you.
- Always empathize, don't blame.
- Apologize again!
- Solve the problem quickly and without drama.



MARY KAY ASH, ENTREPENEUR

• Everyone has an invisible sign hanging from their neck saying "Make me feel important".

Never forget this message when working with people.



HERE'S MY CHALLENGE TO YOU:

- Take one of your services or touch-points and work with your team to kick it up a few notches. Think about all the little touches your team could do to add the WOW Factor to their customer service, and ask yourselves what small additions would up your customer's experience.
- It's the little things that turn an ordinary experience into an extraordinary encounter.