

Restaurant problems & Guests Situation handling

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Situation handling

- There is a restaurant guest complaint on table 24.
- Those simple words can absolutely ruin a perfect night
- It could snowball into an impossible situation,
- It could even cost the restaurant thousands of rupees
- It doesn't have to go down like that however
- It needs to be acted on quickly, and in the proper way

Gather information

- Be a good listener and you can save a bad experience for the guest
- Note the guests comments
- Walk away from the table with valuable information
- Whatever you are doing at the time is not near as important as guest.
- Respond to a guest, take action

Approaching the table

- Approach the table politely and authoritatively
- Say some thing to the effect of “Hello, my name is Soma”
- I am the manager
- I heard that there is something derailing your perfect evening
- I am here to fix that for you may I know the problem?”

Assessment

- Once you have heard the guests assessment of the situation
- Ask questions
- Agree on the course of action
- You need to make a decision of how to take care of the guests

Assessment

- But how to make sure the problem is never repeated again
- Go beyond the guests expectations
- Never let a dissatisfied guest go out of the restaurant

Corrective measures

- Keep in mind the profitability of the restaurant
- Balance the two in your mind while you do some thing for the guest
- Never take things off the check, discount is last option

Corrective measures

- Buy the guest a dessert for some trivial complaints
- Buy them desert, a bottle of wine, a round of drinks

Use guest's comments

- Use your restaurant guest complaints
- They are part of the business
- Now that the issue with the guest has been corrected make improvements for future

Use guest's comments

- Guests once again happy and loyal customers
- It's time to deal with the other side. How did that happen!
- Remember ,one dissatisfied guest goes & tell 20 people about the problem

Types of guests

- Nervous- tired, fussy, unreasonable, cross
 - We got to be- quite, calm, considerate
- Dependent– undecided, timid, sensitive
 - We got to be- gentle, helpful, sympathetic
- Disagreeable- inquisitive, talking, insulting

Types of guests

- We got to be- knowledgeable, courteous, self controlled
 - Trying- indifferent, silent
- We got to be tactful, explanatory
 - Common sense customer- are intelligent
- We got to be efficient from our side

5 dimensions of service

- Reliability- to serve as per promise, dependably & accurately
- Tangibles- the appearance of facilities, equipments, material
- Responsiveness- the willingness to serve or do the job for the guest

5 dimensions of service

- Assurance- developing trust & confidence with your product
- Empathy- the caring individual provided to the customer

Moments of truth

- Jan Carlzon ,CEO of Scandinavian air lines—
- Is flying back to his home town, is half asleep
- He Suddenly encaptures the moments where a particular staff of a hotel had taken special care about him
- This image or perception will remain in his mind forever
- This is called as golden moment of truth

The value of guest

- Guest buys us our bread & butter
- Guest buys us the television, bikes, cars & gadgets
- Provides us residence, education to our children
- The salary is brought to us by the guest
- You remember this & you will never let a dissatisfied customer go out of the hotel

Why do guests travel

- Holiday makers
- For business
- Pilgrims
- Sports, sports, adventure
- Education
- Cultural exchange

Guest expectations

- Value for money—in terms of service; product, ambience, decor
- F&B Service is an admixture of skill, showmanship, diplomacy, sociability
- We have to provide, more than the value of money, we sell our services

The value of staff members

- Hotels have beautiful buildings, with nice rooms, restaurants & other facilities
- What makes all the difference is the staff
- Honesty always pays in long run
- Always work with sense of ownership
- Trained & dedicated staff is the biggest asset of any organization

Case study

- There is a restaurant guest complaint on table 24
- Those simple words can absolutely ruin a perfect night
- It could snowball into an impossible situation, it could even cost the restaurant thousands of rupees
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Guest satisfaction

- Buy them desert , a bottle of wine, a round of drinks, and A Complementary fruit basket
- I would rather buy a guests meal, or even the whole tables meal
- Even give them a gift certificate to come back before I would let a unhappy guest walk out of my restaurant

Valuable information

- Do this, and you can not only save a bad experience for the guest
- Put a halt to the spread of negative comments on the street
- and walk away from the table with valuable information

THE CUSTOMER IS NOT ALWAYS RIGHT BUT...

- The customer is always the customer and this means simply that solving the problem is often more important than who is right
- If you can solve their problem without blaming yourself or others, you will reduce stress, everyone will feel better and you will be on your way to **CUSTOMER SATISFACTION**

POINTS TO REMEMBER

- Your attitude towards customers influences your behaviour
- You cannot always camouflage how you feel
- your attitude determines the level of job satisfaction
- Your attitude affects everyone who comes in contact with you
- Tone and body language reflect your attitude
- Your attitude is not fixed, the attitude you choose to display is up to YOU

Behavior issues

- Staff knows the job, eager to work
- Staff knows the job, does not work
- Staff does not know the job, eager to work.
- Does not know the job, does not work
- Delegation, developing knowledge & skills, motivation, required



Restaurant staff



Grooming

Points--- hair should be cut close

The uniform should be spotless and well ironed

Nails should be well cut and hands absolutely clean because we are food handlers

There should be no body odour or smell of cheap perfumes

Shoes should be well polished and of conservative style

Grooming

- One should be well shaved and moustache well trimmed
- There should be no bad breathe
- WAITRESS-Apron and hair band should be cleaned,
- Black shoes with sturdy heels are advisable.
- stockings should be clean.jewellery to be avoided. Strong perfume not allowed

Attributes of a steward

- The hotel & the restaurant business is an admixture of showmanship diplomacy and sociability
- All frontline personnel are required to communicate effectively with certain manners and etiquettes with a touch of gentleness

References

- Text book of Food and Beverage Service by, Dennis R. Lillicrap and John A. Cousins
- Food and Beverage Service by M. K. Yadav
- Food and Beverage Service by Sudhir Andrews



THANK YOU

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