



## “EXCELLENCE IN TAKEAWAY SERVICE” (2 OR 4 HOURS)

Does your takeaway business experience any of these?

- Lack of awareness of customers at the counter?
- ‘Researching’ customers not offered any assistance?
- Undecided customers being rushed to order?
- Customers being served out of turn?
- Customers leaving without being acknowledged or assisted?
- Team members who wait for customers to greet them?
- The use of inappropriate or unprofessional customer greetings?

Would you like a cost-effective solution to this problem?

Most customers would agree that the acknowledging and greeting component of takeaway customer service is very poorly done in Australia. Consumers have many stories of how they were ignored, rushed or treated badly. **“Excellence in Takeaway Service”** drills down into all aspects of this important process and educates and empowers team members to execute it accurately, sensitively and professionally. It is very effective at improving the awareness of customers at all times and of skillfully and professionally acknowledging and greeting them and taking their order.

Topics include:

- The 5 sequential steps of acknowledging, approaching and greeting customers
- Observing customers and identifying the four (4) types.
- Acknowledging other customers whilst already serving
- The keys to an effective greeting
- Opening or closing questions
- Greetings to use and not to use
- How to promote our food to undecided customers

The program comes with a comprehensive workbook and contains some of the latest information on customer types, intentions and expectations and how to respond effectively and professionally to each type. Each workbook contains an Action Plan for each participant to write improvements to their personal service and the company’s customer service that they will initiate.

The 4 hour version includes a field trip to observe and assess the service of other takeaway business.