Service is More than a Smile

Service with Style, Refinement, and Sophistication...
Attention to Detail
## Comparisons

<table>
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<th>Fine Dining</th>
<th>Student Service</th>
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<td>1. Culinary Excellence</td>
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<td>2. Knowledgeable Service</td>
<td>2. Knowledgeable Service</td>
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What is Hospitality?
“Makes me feel important.” - Mary Kay Ash

...is present when something happens for you. It is absent when something happens to you. (Meyer)

...goes beyond “satisfaction”

...is the way things are done
Hospitality

...is the genuine enjoyment of doing something well for the purpose of bringing pleasure to other people

...makes students feel we are on their side
Professional Qualities

Maitre ‘d (Receptionist)

- Welcomes everyone with a warm greeting
- Greeting answers the question: “Are they happy to see me or not?”
Professional Qualities

Maitre ‘d (Receptionist)

- Asks, “Am I being perceived as an agent or a gatekeeper?”
- Maintains composure under non-stop traffic
- Sets an expectation for interaction
Professional Qualities

Professional Server
(Touchstone Representative)

- Takes pleasure in the pleasure of others and in skillful service
- Depends on rapport, communication, credibility, and trust
Professional Qualities

Professional Server
(Touchstone Representative)

Looks for ways to offer service that is

- Unexcepted
- Valuable
- Memorable
- Reproducible
Appetizers
Appetizers

Nonverbal Cues

Planning
Appetizers

Nonverbal Cues

- Visual Cues
- Lighting
- Seating
Appetizers

Nonverbal Cues

- Visual Cues
- Seating Arrangements
- Lighting

- Sounds
- Dress
Appetizers

Planning

◇ Know before approaching a table who has ordered what

◇ Be prepared for the visit:
  ◇ Review files and notes
  ◇ Have paperwork in order

◇ Know policies, procedures, and resources that may come into play
Entrees
Entrees

❖ Be engaging
❖ Listen
❖ Have a sense of humor (as appropriate)
❖ Avoid overload
100 Things Restaurant Staffers Should Never Do

-do not eat or drink in plain view of guests.

-Saying, “No problem” is a problem. “You’re welcome” or “My pleasure” will do.
Never acknowledge any one guest over and above any other. All guests are equal.

Do not discuss situations or people within earshot of guests.

Do not ignore a table because it is not your table. Stop, look, listen, lend a hand.
100 Things Restaurant Staffers Should Never Do

- Do not turn on the charm when it’s tip time. Be consistent throughout.
- Do not stop your excellent service after the check is presented or paid.
- Never patronize a guest who has a complaint or suggestion; listen, take it seriously, address it.
Entrees

100 Things Restaurant Staffers Should Never Do

» Do not show frustration. Your only mission is to serve. Be patient. It is not easy.

» Do not bring judgment with the ketchup. Or mustard. Or hot sauce. Or whatever condiment is requested.

» If a guest is having trouble making a decision, help out.
Never deliver a hot plate without warning the guest.

Never say, “I don’t know” to any question without following with, “I’ll find out.”
Sides
Resources: Know **what** they are and **who** they are

Have a quick list of names and telephone numbers
Let your fingers do the walking, regardless of the miles

Make telephone calls on the student’s behalf, while the student is present
The Wine List
Whine List

Red Whine

Emergencies

White Whine

You can see through it
Whine List

Problems
Students have a clear vision of how you should fix their problems

- Listen before you try to solve a problem
- Let the student vent and release the pressure valve
- Treat the student with respect
- Diffuse the situation by applying defensive hospitality, keeping the dialogue open
Whine List

Problems

- Never be backed into a corner under the guise of an emergency
- Investigate quickly but thoroughly
- Focus on the problem rather than placing blame
- Offer a fair resolution if at all possible
Desserts
Desserts

- Say Thank You for coming in
- Do the unexpected
- Use confederates
- Make three gestures each day that exceed expectations
The Kitchen
The Kitchen

Good Help

- Hire *Hospitalitarians* (Danny Meyer)
- “These are genuine, happy, optimistic people for whom caring for others is a selfish act.”
- Intelligent
- Strong work ethic
- Ability to empathize
- Solid integrity
The Kitchen

Good Team

Enjoys one another’s company while still focused on their work
Good Management

- Lead by teaching, setting high standards, and holding people accountable

  - Where are we going? How are we doing? How can we do better?

- Be open-minded, accessible, and welcome input
The Kitchen

Good Rewards

- Take care of staff first
- Reward
- Recognize
- Celebrate
The Tip
Making it Happen

- Keep service simple by skillful and thoughtful application of resources
- What do you already know?
The Tip

Making it Happen

- Get feedback
  - Students are best heard through many ears
  - “Your most unhappy [students] are your greatest source of learning.” (Bill Gates)
The Tip

Making it Happen

- Wear a student’s shoes
- Everyone and Everything walks the talk
The Exit
The Exit

- It’s about **students**, not bureaucracy -- the human touch, even when they kick you in the teeth
- It’s about consistency
The Exit

- Look good, be responsive, be reassuring through courtesy and competence, be empathetic...

- ...but most of all Keep the Service Promise
The Exit

Deliver service that is so good, so unique, and so different that it takes students by surprise and leaves them with smiles, (good) stories to tell, and happy memories of college when they graduate.
Attention to Detail


