

Chapter 6 – Serving Process

A big part of your role will be serving customers on the frontline. Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation.



Remember all employees should **smile** to all customers as this shows happiness, positivity and a politeness.

First Impressions are critical

- You need to acknowledge the customer within **3 seconds** of them entering the shop.
- Make eye contact and smile
- Let them know you are aware of them by saying **“Hi, I will be right with you!”**
- Greet the customer again when they are at the counter

Order Point

1. Greet the customer

When you are on the order point, you should greet the customer, such as:

- “Hello, welcome to Subway®!”
- “Hello, how can I help?”

2. Take the Order

Once the guest has been greeted the Sandwich Artist should ask what the customer would like to order for example:

- What can I make for you today?
- Are you ready to order?

Help prompt the customer with their choice. For example, use one of the following questions

- What type of bread would you like?
- Is that a Footlong?

Subway® has a selection of 6 breads to choose from:

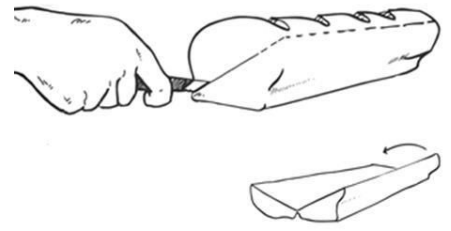
Wheat, Honey oat, Italian, Italian Herb & Cheese, Hearty Italian, Flatbread

Customers can request any sandwich off the menu as a Footlong (12 inch), Flatbread and a salad bowl.



3. Hinge cut

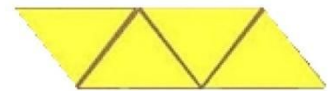
To achieve the perfect “hinge cut” the knife should be held at a 45° angle. Cut the entire length of the bread with one long, straight cut from the top corner to the bottom corner. Be careful not to cut all the way through the bread. Then carefully open the bread.



Bread shelf life: All breads leftover from yesterday must be discarded by 10.30 am and fresh bread should be served. Once breads are baked they should be served within 8 hours.

Meat & Cheese section

1. You should ask the customer **what sub they would like today**. You will need to learn all the formulas and be able to place the customer’s choice on the bread quickly. Meat **MUST** be placed on the top half of the bread.
2. Ask the customer **if they would like cheese** on their sub. If the customer requests cheese they can choose sliced cheese, grated Monterey Jack cheese and Pepper cheese. Make sure the cheese is placed on top the meat in a **tessellated** style.
3. Ask the customer **if they would like any extras** such as extra meat or cheese. Remember to use the Add-on tags but do not place the add on tags in the toaster oven
4. Ask if the customer **would like it toasted or kept cold**. If they would like it toasted, you should:
 - Using the deli paper carry the open sandwich to the basket on the back counter. Place the sandwich on the basket and slide the paddle under the metal mesh. Open the speed oven and holding the paddle at an angle, slide the metal mesh inside.
 - Pull paddle out and close the door
 - Using the keypad menus, toast the sandwich(es) for the appropriate time. Your trainer will show you the different settings.
 - Up to two footlong (30.5 cm) sandwiches can be toasted at once. When toasting multiple subs, place each sandwich on its own piece of deli paper before placing the sandwiches on the basket. If the variety of each sub differs, use the setting for the sandwich that has the longest toasting time. For example, if you are toasting a footlong (30.5 cm) Turkey and an footlong (30.5 cm) Italian B.M.T.®, you would use the setting for Italian B.M.T.®



It is important to toast each meat/sub on the correct toaster oven setting to ensure the meat is reaching the correct temperature and to prevent food borne illness.

Speed Oven Operational Tips

- The speed oven gets very hot. **Always** use the paddle to put items in and take items out. **Never** put your hands into the oven. Make sure the cooling down cycle is complete before cleaning the oven.
- The door to the speed oven also gets hot. Keep the paddle at a 45° angle when placing product in or taking it out. **Never** touch the interior of the door.
- The basket may be hot to the touch. When removed from the oven, use the deli paper to pick up the sandwich, keeping hand contact with the basket to a minimum.
- Because of the oven's high temperature, the deli paper may brown slightly during toasting.
- Because overheating weakens baskets, do **not** leave the basket in the speed oven when a sandwich is not being toasted and do **not** allow the basket to touch the inside walls of the oven.

Salad Section










1. Pull out the sandwiches from the toaster (if the sub has been toasted).

- The Speed oven will make a noise once it is complete. Once complete, open the oven door. Be careful as it is very hot!
- Slide the paddle under the basket and push it all the way to the back of the oven
- Pull the paddle out the oven, pick up the sandwich by the deli paper and carry it to the cutting board.
- Place on Add-On ticket to the deli paper if necessary

2. Ask the customer if they would like Lettuce, Tomato, Cucumber...

... then place these on the sandwich first (on the opposite side to the meat). Then ask the customer if they would like any other salad.

You must learn and practice the correct portion and sequence for salad positioning. Use the formula chart and the correct order below.

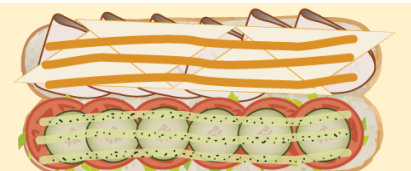
Salad									
Footlong	42g	6	6	6	6	6	14g	6	14g
Salad Bowl	142g	6	6	6	6	6	14g	6	14g
6-inch Sub	21g	3	3	3	3	3	7g	3	6g
Flatbread	21g	3	3	3	3	3	7g	3	6g
Kids Mini	14g	2	2	2	2	2	3g	2	3g

3. Ask the customer if they would like sauce

Ask the customer if they would like any sauce. Suggest sauce that would go well with the sandwich choice.



Place three lines of the oil based sauce on top the salad (sweet onion/hot chilli) or place three lines of all thick creamy based sauce on top the meat.



Wrap Section

1. Ask the customer if the sub is ok for them before you wrap it

Final presentation of all items is to be neat and professional. Make sure the Sub matches the customer's standards and it allows you to make changes before it is wrapped. You need to ask the customer – before wrapping

- Is this perfect?
- Is this ok for you?

If the customer has had an Add-On ensure the 'add on' ticket is removed before the sandwich is wrapped. Place the Add-On on top the wrapped sandwich so the employee at the POS system can ring in the extra charge.

2. Ask the customer if the sub is eat-in or takeaway

Eat-in

Place a fresh piece of deli paper in the basket, discard the deli paper that the sandwich was built on, and place the sandwich in the basket. Once you receive 6-inch subwrap, use a piece of 6-Inch subwrap logo-side down in the basket, discard the deli paper, and place the sandwich in the basket.



If the customer is taking away wrap the sub and place in a Subway® carrier bag.

Take away

Wrapping a Sandwich becomes easier with practise. Ensure the whole Sandwich is wrapped and there is no bread or ingredients on show.



Take one piece of 6-inch subwrap and place it logo-side down



Place the sandwich on the corner of the subwrap.



Pull the corner of the subwrap over the sandwich.



Roll the sandwich over once.



Sold in one side of the subwrap.



Fold the other side of the subwrap in and



Secure subwrap with a subwrap label. Serve with one napkin. Place in a sub

finish wrapping the sub
by rolling it over.

bag upon customer
request.

Till Point

1. Offer a meal deal

Politely ask the customer if they would like make their food item into a meal deal. There are many meal deals occurring in store at one time and as a Sandwich Artist you need to learn and familiarise yourself with the meal deals your restaurant has to offer.

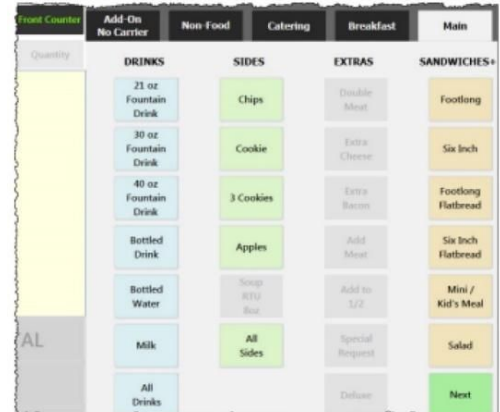
Offer other extras such as a cookie, bag of crisps or drink.

- Would you like a hot or cold drink with your meal?
- Would you like some freshly baked cookies, 3 for £1.20?

2. Ring in the order on the till

Always let the customer know the price of the sub.

Press the sub, drink and sides that the customer has purchased.



3. Vouchers

Customers may come to the till with a voucher. You must read the terms and conditions of the voucher and ensure the voucher is in date. All vouchers and discounts are on the discount page which you can access by pressing the discount button.

If you cannot find the voucher or you are unsure about the voucher ask your store manager to inform you of what you should do. Vouchers and offers are always changing so you are recommended to keep up to date with the stores latest offers and the vouchers the store accepts.

4. Finalise the total cost

Tell the customer the total cost of the products and exchange money and then ask ...

5. Ask the customer if they have a Subcard®/ the Subcard® app

If they don't have a sub card offer them one and explain what the benefits are. A Subcard® allows them to collect points on all purchases and redeem them for free subs, snacks and hot drinks, and to receive discounts and offers. If they have a sub card scan let them scan their card. The Subcard® App can be used to earn and redeem points on purchases as a substitute for the plastic rewards card. Once the app has been registered to the account of the card, it will provide the customer a QR code which restaurant staff must scan at the time of purchase. Rewards points will then be automatically added the customer's account.

Reward points are automatically calculated and added to the Subcard® by the POS system. Points are rounded down to the nearest full 10 p. Points are earned on in-store discounted sandwiches, but are **not** earned on coupon discounts or purchases made using Subway® reward points. Examples: u UK: the purchase price of a £3 lunch is £3, so a customer with a registered card is rewarded 30 points.

All cards must be registered online before points can be redeemed for items.

- 100 points can be redeemed for a hot drink

- 200 points can be redeemed for a snack (e.g. bowl of meatballs, side salad)
- 500 points can be redeemed for one 6-Inch sub.
- 1,000 points can be redeemed for one footlong sub.

6. Tell the customer they can provide feedback by going to Tell Subway® as explained in the back of the receipt.

Tell Subway® allows us to collect reviews and feedback from customers. By filling out an online questionnaire a customer will receive a free cookie.

- They need to visit www.tellsubway.co.uk with their receipt
- They enter the store ID from the receipt
- Complete the one-minute survey
- Subway® will email them a code for free products (free cookie)
- They can redeem the code in any store



- Always focus your attention on the customer
- Listen to your customers, give them attention and recognise your customer
- Always be helpful, courteous and knowledgeable
- Take the extra step to talk to them

Customer Questions step by step:

- 1** “Hello, how can I help you?” (smile)
If the customer looks uncomfortable/ confused: ‘Is this your first visit to Subway?’
- 2** “Which bread would you like?”
‘We have three white, two brown & flatbread’
- 3** “Would you like a **Footlong?**”
- 4** “What would you like in it we have a number of options?”
‘We have chicken, steak, ham, turkey, tuna and vegetarian options’
- 5** “Would you like it with cheese and toasted?”
‘There is no extra cost’
- 6** “Would you like with regular cheddar cheese or spicy cheese?”
‘The spicy cheese has more flavour but is not particularly ‘hot’
- 7** “Would you like Lettuce, Tomato, Cucumber?”
- 8** “Any other salads: point at the other options”
- 9** “Which sauce would you like?”
‘If unsure, you can try any of them on a slice of cucumber’
- 10** “Is that all alright for you?”
- 11** “Are you eating in or taking away?” (If eat in, **place the sub in a basket**).
- 12** “Would you like a drink/cookie/crisps to make as a meal deal?” (If £3/£5 or £3.40/£5.60)

Yes

Medium or large (for 30p more.) And also ask if they “want a cookie or crisps for 50p more?”

No

If no deal menu panel, “would you like a drink and cookie or crisps to make it a meal deal?”
‘it’s just £1.30 extra for both.’

- 13** “Do you have **your** Subcard®?” *
‘coffee, breakfast card?’ – if morning.
- 14** (If not) take one, scan it and say “It is a loyalty card and you earn free drinks & food. Just register on line & you get 10 points for every pound.”
(If the customer doesn’t want to take it, just keep it for the next customer.)
- 15** “If you give us a feedback** online you can get a free cookie, you have all the details on the back of the receipt.”



*Subcard® = loyalty card for Subway® customers available in stores or app

£1 spend = 5 points if not registered, 10 points when registered.

100 points = free hot drink

200 points = free snack

500 points = free 6 inches

1,000 points = free Footlong

The card has to be registered online before they can use the points.

**Subway Listens® = 1min survey online within 7 days of their visit to tell us how we did, and they will receive a code for a free cookie via email.

Service Process – Question Time

1. What are the 6 different breads that we offer?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

2. Draw tessellated cheese:

3. Where should meat be placed on the bread?

4. How many strips of sauce should you put on a sub?

5. What does 500 points on a Subcard® equate to?

6. How many grams of lettuce do you place in a 6-inch sub?

7. How many grams of onion do you place in a footlong sub?

8. How many grams of onion do you place in a salad bowl?

9. What is Tell Subway®?

10. How many Subcard® points do you need for a hot drink?

Trainer
Sign & date:

Trainee
Sign & date:

