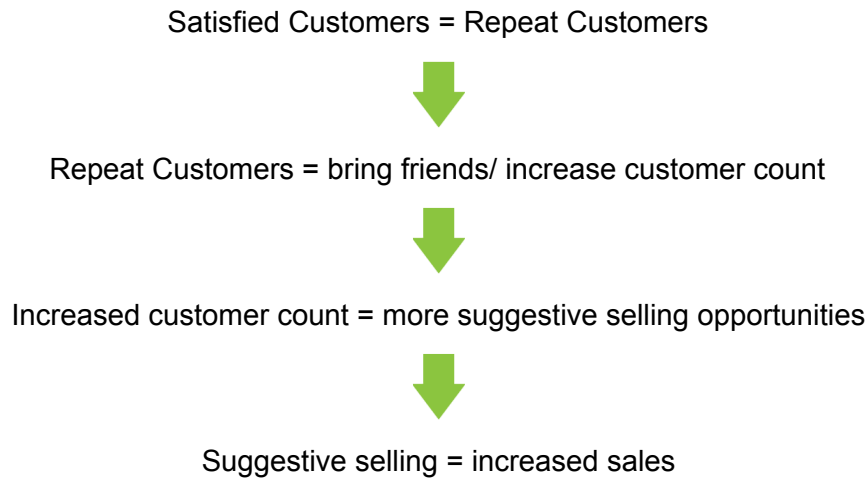


Chapter 8 – Customer Service

Every day you will serve customers and it is important you serve them in a friendly and happy manner. You should aim to always deliver great customer service each and every day. Low prices and quality food might be why people choose where they dine, but customer service is what brings them back. 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.



Communication

Communication is the difference between poor, ok and excellent customer service. It is incredibly important that you develop the best communication skills possible with your customers. Some of these skills include speaking clearly, effectively, efficiently, and politely. Remember – there are three ways to communicate. These include:

1. Visual: body language (eye contact, facial expressions, posture, hands)
2. Vocal: the way we use our voices (volume, intonation, speed)
3. Verbal: the words we say (and how we hear them)



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

You should be aware that the customers experience starts at the front door and you should ensure they receive a positive customer ordering experience by all employees.

Speak to customers as you are walking through the dining area, as they are waiting in queue or any other opportunity you get.

Order Accuracy

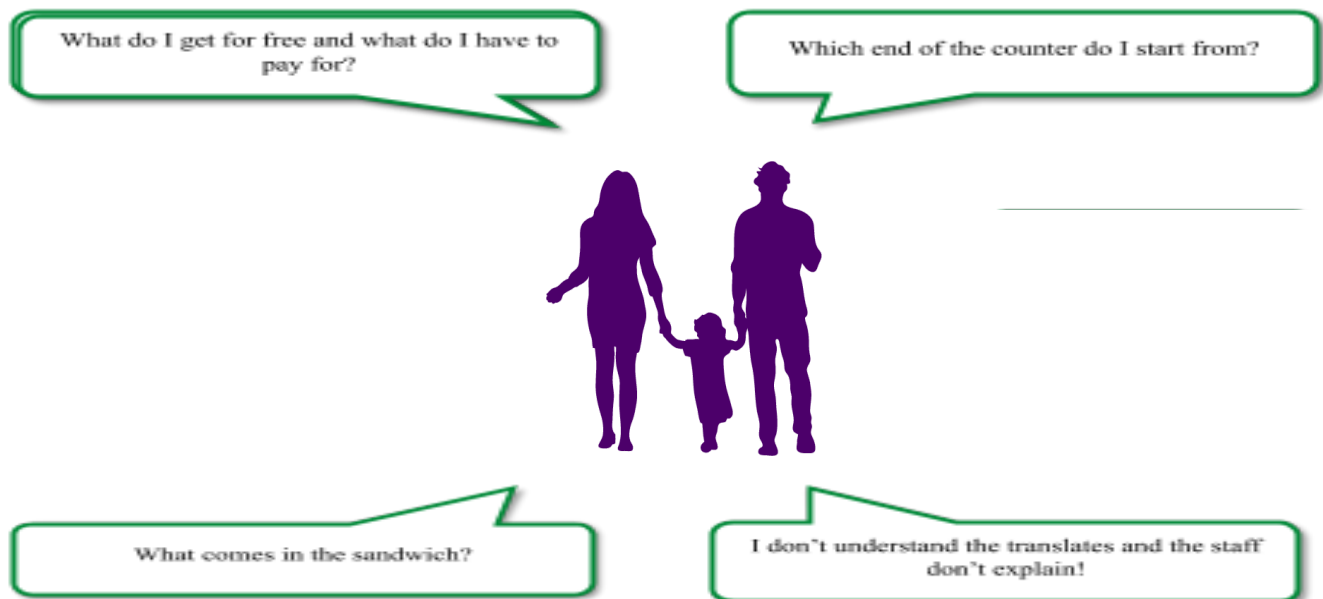
Getting the order 100% right is critical. When the customer receives what, they have ordered they are happy and are likely to return. If a customer receives the wrong sub, is under/over charged or get given jalapenos when they do not like them, they will become unhappy and will be unlikely to return.

As a Sandwich Artist, you should aim to learn all the formulas and listen to what the customer really wants. If you do not understand what the customer wants, then ask them to repeat the question so you get it correct.

First Timers

Do not assume all customers have been to a Subway® before. It may be a customer's first time and they may be confused by all the options and the ordering process. If a customer appears to be confused or unsure you must politely guide them through the ordering process.

The best way you can help a customer in this position is to ask if this is their first time to Subway® and offer to explain the process, provide recommendations and assist them get exactly the sandwich they would like.



Full Attention

Your customers should be the # 1 priority from the time they enter to your store until the time they leave – no matter what time of day or day of the week they visit. As soon as a customer enters the store they should receive your full attention. If the phone is ringing/employee speaking with you or you're out the back prepping, you should stop what you are doing and give the customer your full attention. You should **never** speak with fellow employees when a customer is on the frontline ordering a sub. You should make conversation with the customer and make them feel welcome. This will make them happy and more likely to return.

Employee Rudeness

You should always be aware that employees' behaviour towards each other can affect customer service. When employees are rude to each other, the customers are less likely to return. Even if you feel angry/frustrated at another employee you should always remain professional, positive and happy in front of the customers.

Customer Complaints

Every customer is very valuable to the success of our business. It is up to our staff to take advantage of every opportunity that they have to impress every customer. All restaurants occasionally receive complaints, if this occurs they must be heard, investigated and resolved in a professional manner. Your trainer will teach you what to say and do, and always seek guidance from your Manager.

The five most common complaints include:

- Speed of service – too slow or too rushed
- Service – bad, unfriendly or unprofessional
- Portion size – too small or too large
- Food quality, including freshness, appearance and doneness
- Cleanliness of restaurant

All of these are controllable and should be avoided when possible. If a customer does happen to complain you should aim to handle the situation in a way that leaves the customer feeling happy.

1. Listen carefully to what the customer has to say, and let them finish. Don't get defensive. The customer is not attacking you personally; he or she has a problem and is upset. Remain calm, smile and Repeat back what you are hearing to show that you have listened.
2. Ask questions in a caring and concerned manner. The more information you can get from the customer, the better you will understand his or her perspective.
3. Put yourself in their shoes. The customer needs to feel like you're on his or her side and that you empathize with the situation.
4. Ask the customer, "What would be an acceptable solution to you?" Whether or not the customer knows what a good solution would be
5. Solve the problem, or find someone who can solve it— quickly! Thank the customer for bringing the problem to your attention and let him know that his business is important to you.
6. Prevent future problems – Always invite the customer back. Do whatever you can to prevent the problems from occurring again. Be sure to thank them for taking the time to tell you about their concern.



If they are unhappy with their sub/drink/snack you should look to replace it immediately. If in doubt, involve a shift leader or manager and introduce them to the customer!

Serving customers with Disabilities

A disability is a condition that affects a person's ability to move or communicate. These include:

- Mobility
- Blindness or vision (Guide dogs are allowed in the restaurant)
- Deafness and hearing
- Speech and language
- Mental or learning



Employee's need to be sensitive in order to provide good customer service to customers with disabilities. Treat all guests equally no matter what impairment they have. The following three steps are a good method to help customers with disability:

- Approach them
- Ask if they need help
- Offer assistance

You should communicate with a person with a disability in a manner that takes into account his or her disability.

Serving customers with dietary requirements

Our customers love that they can customize their sandwiches. Some of our valued customers have special requirements/allergies that restrict the foods they can eat, and they may request employees to change their gloves or to avoid using certain ingredients. Our products:

- Gluten Free – none of the Subway® products are gluten free
- Vegans – there are two types of bread vegans **cannot** have – “Herb & Cheese” and “Honey Oat”
- Nuts – we cannot guarantee any of our products do not contain nuts
- Egg – all of our sauces apart from sweet onion contain egg. Veggie patty also contain egg
- Meatballs – are a beef product



If a customer asks for a veggie delight or a veggie patty you should offer to change your gloves! Any additional questions then please refer to the allergens and ingredients form in all stores.

Customer Service – Question Time

1. What are the three ways to communicate?

Three horizontal grey bars for writing the answer to question 1.

2. What should you do if a customer appears confused when they are in the queue?

One horizontal grey bar for writing the answer to question 2.

3. What is your #1 priority?

One horizontal grey bar for writing the answer to question 3.

4. What are the five most common complaints?

Five horizontal grey bars for writing the answer to question 4.

5. Are guide dogs allowed in the store?

Grey box for answer to question 5.

6. Do we have any gluten free subs?

Grey box for answer to question 6.

7. If a customer asks for a veggie patty or a veggie delight what should you offer to do?

One horizontal grey bar for writing the answer to question 7.

8. Define the term 'disability'

One large horizontal grey bar for writing the answer to question 8.

Trainer

Sign & date:

Trainee

Sign & date:

