

Pell City Chick-fil-A Hospitality

Carson Bruce, Hospitality Coordinator

- **Who is this for?**
 - This is for any position that can directly impact a guest's experience, such as all most positions in Front of House.



- **Hospitality Vision:**
 - To provide *remarkable* service to guests throughout their visit, with a *caring* heart of service.

Main Concepts and Ingredients for our service:

- **Core 4**
 - **create eye contact**
 - **share a smile**
 - **speak enthusiastically**
 - **stay connected (“my pleasure”)**
- **2nd Mile Service Behaviors (PPG)**

Proactive

Personal

Genuine

Matthew 5:41 says, “Whoever compels you to go one mile, go with him two.” This passage explains the biblical mandate and importance of why we go the “second mile.”

STOP, DROP AND SERVE!

When dealing with unhappy customers . . .

H E A R D Model

- **H**EAR
Focus on the guest - Listen intently - Clarify to understand
- **E**MPATHIZE
Feel their concern - Validate their complaint - Demonstrate caring facial expressions
- **A**POLOGIZE
Say you're sorry - Focus on the main issue - Communicate that you will resolve
- **R**ESOLVE
Own the issue - Solve the problem - Thank the guest
- **D**ELIGHT
Be genuine - Be proactive - Be personal

CARES Log

- Replace **ONLY** the item with the issue
- BOGS for out of towners (contact Karen)
- Immediate rewards for current guests

Keys to handling an upset guest:

1. Stay calm.
2. Repeat back what you heard to confirm as well as to show them you are listening.
3. Apologize that we did not meet their expectations or that they did not have the experience they desired. Do not accept responsibility for a special mistake or cooking error! That can make us liable.
4. Never accuse them of making a mistake, but chalk it up to miscommunication. (Often, you may know or suspect that a guest ordered incorrectly, but we can take responsibility and fix it. The cost of another 8 nuggets or fry is much lower than the cost of a lost guest relationship.)
5. Remember, that other guests are watching how you handle an upset guest. Do we want them walking away thinking, "I can't believe how they talked to that person" or "*They were so nice despite how that guest treated them?*"
6. If a guest is screaming, making a scene, or using profane language, whether it be in person or on the phone, calmly explain to them that you will be glad to help solve their problem, but they need to use appropriate language and stay calm. If they refuse and continue to scream or use profane language, calmly state, "I am sorry, but I will have to let you go. Have a nice day!" You may then walk away or hang up the phone.
7. While we have guardrails on what we can do, be empowered to find a way within the rules to make their experience positive. If there is an appropriate charge, we need to charge it, but we need to seek to give them what they desire within the rules. EX: We may not be able to do "well done" because of the rules, but we can pick out the darker biscuit or crunchier bacon. We may not be able to make the fruit cup exactly like they want, but tell them what we are allowed to do and be happy to do it for them.

*Upset customer in the DT (pulling them forward instead of holding up the line).

*If the guest complains of an overall bad experience that does not revolve on just one thing, feel free to obtain their name and phone number for Carson Bruce to call them back. Carson's Contact: 205.777.8622

Hospitality Evaluation Chart:

Carson Bruce, Hospitality Coordinator

Team Member Name: _____

Evaluation Date and Time: _____

	Below Average	Average	2 nd Mile
Creating Eye Contact			
Sharing a Smile			
Speaking Enthusiastically			
Staying Connected with Guests			
Proactively Greeting Guests			
Body Language			
Facial Expressions			
Focused and Driven			
Attitude towards Guests			
Attitude towards Coworkers			
Correct Verbiage			
Cleaning Techniques			
Visual Appeal			
Table Touch-ins			

The Corporate Purpose of Chick-fil-A starts with, “To glorify God...” and that is our goal by loving others in service and intentionality in all areas of the store: dining room, drive thru, kitchen.

Matthew 5:41 says, “Whoever compels you to go one mile, go with him two.” This passage explains the biblical mandate and importance of why we go the “second mile.”

Descriptions of Each Concept

1. Creating Eye Contact: *obvious
2. Sharing a Smile: *obvious
3. Speaking Enthusiastically: *obvious
4. Staying Connected with Guests:
 - a. Below Average: never asking guests any further questions or making any conversation beyond what is needed to take their order, or talking TOO much to the point of being overwhelming
 - b. Average: asking guests a few basic questions
 - c. 2nd Mile:
 - i. asking thoughtful questions to guests that cause them to share and want to continue talking
 - ii. remembering a regular customer and learning their names.
 - iii. The key here is to ask good questions—get the customers to talk. People love to answer questions about themselves, their family, their jobs, etc.
5. Proactively Greeting Guests
 - a. Below Average: never greeting the guests upon arrival
 - b. Average: welcoming guests by saying “Welcome to Chick-fil-A”
 - c. 2nd Mile:
 - i. welcoming guests by saying “Welcome to Chick-fil-A. I can serve you here” with clear eye contact, a smile, and an enthusiastic tone, as well as ensuring that they are being fully served. Also, maybe asking them how they are.
 - ii. being very attentive to the customers coming into the dining room. For example, a customer who comes in with a receipt usually means that their order was wrong in the drive-thru. Instead of making them get in line or wait at the front counter to talk to someone, be **proactive** by asking the guest if you can help them. This will usually make their overall experience a little better, even if we gave them a wrong item on their initial first order.
6. Body Language
 - a. Below Average: rarely smiling, leaning on counters, hands in pockets, lazy posture, daydreaming, back to the guests, etc.
 - b. Average: creating eye contact, sharing a smile
 - c. 2nd Mile:
 - i. Core 4
 - ii. walking and standing with confidence
 - iii. staying ready and attentive to serve at all times
7. Facial Expressions
 - a. Below Average: rarely using the CORE 4
 - b. Average: using the CORE 4 most of the time
 - c. 2nd Mile: using the CORE 4 consistently with joy and excitement!
8. Focused and Driven

- a. Below Average: easily distracted from a task, lazy work ethic, Example: talking to other coworkers for an unnecessarily long amount of time while not doing any tasks to help production or cleaning
 - b. Average: following through on a task until it is completely done
 - c. 2nd Mile: doing more than what is expected on tasks
9. Attitude towards Guests
- a. Below Average: being frustrated and rude
 - b. Average: never complaining and not saying more than needed
 - c. 2nd Mile: being extremely friendly and encouraging by saying things like, "Thank you so much for eating here today!" or apologizing when necessary, or complimenting guests on various things about them (clothing item, car, dog, etc.)
10. Attitude towards Coworkers
- a. Below Average: Being frustrated and rude
 - b. Average: never complaining and just doing your own job
 - c. 2nd Mile: genuinely encouraging others by saying "Great job!" at whatever job task they are doing or complimenting who they are in general, while also positively encouraging coworkers who could use your help with any given task.
11. Correct Verbiage
- a. Below Average: not saying "My Pleasure" or any of the correct phrases
 - b. Average: saying "My pleasure" but not using consistent other phrases like "How can I serve you?" or "Would that complete your order?" or "May I refresh your beverage?"
 - c. 2nd Mile: using the correct verbiage almost always!
12. Cleaning Techniques
- a. Below Average: barely cleaning anything
 - b. Average: cleaning tables and trays, sweeping inside the dining room as well as the parking lot, cleaning the playground and bathrooms, changing the trashes regularly, cleaning the highchairs, cleaning the glass to the entrance doors, as well as the kickplates in the bathroom doors and entrance doors
 - c. 2nd Mile:
 - i. in addition to the average description, cleaning the glass of the dining room, the window panes, the legs of the tables and chairs, the walls in the dining room, cleaning out drains, and cleaning anything else that appears to be dirty
13. Visual Appeal
- a. Below Average: not wearing uniform and/or missing nametag, pen, appropriate shoes, etc.
 - b. Average: wearing everything required
 - c. 2nd Mile: looking extremely professional and neat in every aspect (clean uniform, clean nametag, clean hygiene practices)
14. Table Check-ins:
- a. Below Average: never talking to the guests beyond when they first order and receive their food

b. Average: asking guests to refresh their beverages and clear trays

c. 2nd Mile:

- i. asking guests to refresh their beverages and clear their trays
- ii. thoughtfully anticipating the needs of the guest by getting any items they may have forgotten (straws, napkins, forks, etc.)
- iii. asking how their meal is, asking how their day is going, asking if they can get anything else for them
- iv. engaging in intentional and meaningful conversation

Hospitality Meeting

Information via Todd Duncan:

Love all guests!

Love is not touchy feely. Love is a verb: an action word. You LOVE people with your actions and your attitude towards them! We need to be proactive and creative in how we seek to anticipate and meet the needs of our guests. The little things really matter and make a difference. It can be as simple as placing a fork on their tray when bagging for their fruit cup, wiping coke off the side of a cup, or insisting on carrying a tray for an elderly guest or a mother with children. Have the thought in the back of your mind – “What would I need in this situation, and how can I satisfy this need for them to make it special?”

Remember, you may bag hundreds of orders today, make hundreds of drinks, serve hundreds of guests, or all of the above, but they will only eat here once. We have to treat each one of them special because, for them, it is special. Some people we are very friendly with because we see them multiple times each week, but some guests don't get to eat out much. It may be their birthday or some other special occasion, and that is the only time they get to eat out. What a great opportunity to make an experience special. In the same way, we may have an ill, upset, ornery guest who came in with a chip on their shoulder. This presents us a great opportunity to make their day better. Don't take their attitude personally, but take it as a challenge to have a positive impact on someone today. It may or may not work, but you can only control whether you chose to do the right thing or not. Simply put, let's seek to serve each and every guest like they are special, and do it with all of our heart!