## ProStart 1 Chapter 10 Guided Notes, Serving Your Guests

**Definition of Service and Hospitality**

* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** is what restaurant and foodservice employees provide. It is measured by how well everyone in the operation is doing their jobs.
* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** is the feeling that guests take with them from their experience with the operation.
* Customer service often makes the difference between positive dining experiences and negative or ordinary ones.
* When the offerings of competitors are similar, the **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** often comes from the nature and quality of customer service.
* Working in a service industry means serving people directly. This is the single most important aspect of the job.

**First Impressions**

**First \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** are often the strongest impression we have of a person, place, or event.

* A positive first impression goes a long way in setting the tone of a guest’s experience.
* A strong first impression is one of the least expensive and most effective forms of advertising.
* The initial **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** is one of the best ways in which to make a strong first impression. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ gives the first impression of the staff and the business.
* The facility’s outside cleanliness and appearance are also very important to first impressions.

**Reservations and Requests**

* It is very important to have an accurate system to record reservations and special requests and implement them at the right time.
* Reservations and requests should be saved in one place and include standard information, including when and who recorded the information.
* Confirming all reservations and special requests is good customer service.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ reservations are a quick and easy way for guests to book a table or make a reservation.

**Greeting and Taking Orders**

* *The* ***greeter*** *provides the first \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in appearance, friendliness, and attentiveness.*
* The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ evaluates and determines the customer’s specific needs for the current visit.
* As each guest at the table selects their meal, the server notes guest orders on pre-printed guest checks or small note pads.
* Some guests may ask the server whether certain ingredients can be removed from dishes due to food allergies or other special needs. Servers need to note \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ any special requirements and ensure that the chef understands the request.

**Suggestive Selling**

* **Suggestive selling** involves \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ additional or different items to a guest.
* Suggestive selling maximizes guest satisfaction and increases the average check, resulting in more profits.
* By increasing the guest’s check, suggestive selling also increases the server’s tip.
* Talking about daily specials is a part of suggestive selling.
* After guests place an order, let them know they’ve made a good decision by complimenting their choices.
* Servers can also recommend menu items that they \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Suggestive selling should be part of an ongoing training effort.

**Alcohol Service**

* Every state’s liquor board or liquor authority develops and enforces its own regulations for alcohol service.
* *The amount of alcohol \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ into a person’s bloodstream is called* ***blood alcohol content (BAC)****.*
  + A BAC of 0.10 means that there is about one drop of alcohol present for every thousand drops of blood. It is against the law to drive with a BAC of 0.08 or higher in all 50 states.
* *You must be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ years old to purchase alcohol in all 50 states.*
* *In general, a server must be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ years old to serve alcohol.*
* If you sell or serve alcohol, you are responsible for ensuring that customers are of legal age by checking their IDs.
* *Valid forms of ID are driver’s license, state ID, military ID or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.*

**Getting Feedback on Customer Satisfaction**

* Routinely ask whether the food, drink, service, and accommodations are satisfactory during a guest’s visit.
* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ cards** are quick surveys that customers complete noting their satisfaction with the food and service.
* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** are similar to comment cards but sometimes include more open-ended questions.
* **Focus \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** consist of customers that meet as a group to talk with managers about possible improvements in service or other areas.
* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ shoppers** are hired by an operation to visit and report on their experiences and impressions of an operation.

**Fielding Complaints**

* *The employee \_\_\_\_\_\_ \_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with a customer who has a complaint should take notes to make sure he or she understands the complaint and gets the details correct.*
* *The employee who takes the complaint is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for handling the complaint and resolving the issue if possible.*
* Employees should always remain \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and refrain from arguing with the customer.
* Call a manager or supervisor to the phone if the caller cannot be satisfied or becomes abusive or rude.

**Contemporary and Traditional Service**

* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** is an easy and fast way to dine and typically involves no servers. Guests help themselves to food set up in food bars or order at a counter.
* **Traditional service** style reflects four main influences: American, French, English, and Russian.
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ service:** Food is arranged on plates in the kitchen by cooks and brought directly to the guests’ table by the server. The meal is complete on one plate. *This service uses the fewest tools and utensils.*
  + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ service:** This style is typically considered the most elegant, but it is very expensive *and the most labor intensive.* Servers present the food to guests from a tableside cart, called a *guéridon*. *The warming unit in this cart is called a rechaud.*
  + **English service:** Also known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_-\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ dining, English service is the simplest and least expensive. In English service, bowls and platters of food are placed on the table. A seated host or hostess may place the food onto plates and a second host serves the plates. Diners may pass the dishes around the table so they can serve themselves.
  + **Russian service:** This style is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ service style. All food preparation is done in the kitchen. The bowls and platters of food are then brought on a cart to guests at the table. Servers hold the bowls and platters as they serve the food to each guest. *This style of service may \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customers during a dinner service.*

**Traditional Service Staff Responsibilities**

* Large, traditional, full-service restaurants have a formal service organization.
* The **maître d’hotel** is responsible for the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ management of service.
* The **headwaiter** is responsible for service in a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* The **captain** is responsible for a server area, and is assisted by the **front waiter** or an **apprentice**. The captain may be in charge of as many as \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* The front waiter has only 1 to 2 years of experience.
* *An \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a server in training.*
* In less formal service structures, a floor manager might run the dining room.
* The **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** is in charge of the operation during a particular shift and supervises a team of servers.
* Each individual server is responsible for a specific section of the dining room.
* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** are sometimes employed to assist with bringing food from the kitchen to the tables.
* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** assist with the cleaning up and resetting of tables.

**Service Tools and Stations**

* In full-service restaurants, servers usually carry many different **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_** with them.
* Service tools may include a hand towel, a lighter, a corkscrew, change, a pen, an order pad, and sometimes a **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**, which is used to neatly gather and clear crumbs and debris from a table cloth.
* The **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** is the area in the front of the house where an operation keeps additional items such as napkins, silverware, cups and saucers, condiments, menus, and water glasses.
* Servers use different **serving utensils** when they serve food to guests.