

Moments of Truth in the Restaurant Business

“The Guest Experience”

“Moments of Truth” – Front of House Training Points

1. Advertising, email, invitations
2. Guest phone call to check hours, location, to make reservations
3. Determine if “special event”
4. Entering the parking lot
5. Greeting by the hostess
6. Walk to the table
7. Appearance of table setting
8. Presentation, appearance of menus
9. Hostess departure
10. Welcome, introduction by server
11. Ask for guest preference for “pace”
12. Lighting of table candle
13. Offer water, drinks, appetizers
14. Offer wine list
15. Server knowledge of wine list
16. Presentation of water, bread, drinks, appetizers
17. Description of “specials” and server “favorites”
18. Server knowledge of menu items, options
19. Taking guests’ orders
20. Refills of drinks, water, bread
21. Clearing of appetizer plates
22. Restroom appearance, cleanliness
23. Presentation of entrees
24. Refills of drinks, water, bread
25. Server asks guests about their satisfaction with their meals
26. Guest complaint handling
27. Server makes necessary corrections
28. Clearing of plates
29. Presentation of desert menus
30. Display of desserts
31. Taking dessert order
32. Offer after-dinner drinks, coffee
33. Presentation of dessert, coffee, drinks
34. Clearing of table
35. Determine guest’s status in your Loyalty Program
36. Describe Loyalty Program benefits
37. Presentation of guest check
38. Delivery of change, credit card receipt
39. Server thank you
40. Manager asks for guest feedback, and invites guest to return soon
41. Guest departure
42. Server keeps log of guest preferences
43. Hostess/management thank you, goodbye
44. Departure from parking lot

Prepared by Customers for Life Consulting, especially for attendees at the Customer Loyalty in the Restaurant Industry Teleseminar on August 14, 2007

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