Be Our Guest!
Customer Service Skills
Culinary Arts
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CUSTOMER SERVICE

The total customer experience with that business

If you work just for money, you'll never make it, but if you love what you're doing and you always put the customer first, success will be yours.

-Ray Kroc
Quality Service

Appearance  
Attitude

Benefits  
Goals
Appearance

› Hygiene
  – Hair
  – Hands and nails
› Jewelry
› Uniform
Attitude

› Be someone who is:
  – Friendly and cheerful
  – Positive
  – Shows courtesy to customers
  – Takes pride in their work
  – Willing to please the customer
Benefits

› Enhanced business reputation
› Improved customer satisfaction
› Increased profits
› Greater customer loyalty
› Positive work environment
› Reduced marketing costs
Goals

› Display courtesy, respect and friendliness
› Greet customers immediately upon arrival
› Make the customer feel welcome
› Set the stage for a pleasant dining experience
Beauty and the Beast

Be Our Guest!

(click on link)
Questions?
References and Resources

Book:

Images:
› Microsoft Office Clip Art: Used with permission from Microsoft

Textbooks:

Website:
› Ray Kroc Restaurant Chains
  [http://www.pbs.org/wgbh/theymadeamerica/whomade/kroc_hi.html](http://www.pbs.org/wgbh/theymadeamerica/whomade/kroc_hi.html)
› Texas A & M Agrilife Extension
  Online courses and programs
  For everyday people interested in learning more about a variety of topics
  [https://extensiononline.tamu.edu/secure_index.php](https://extensiononline.tamu.edu/secure_index.php)

YouTube™ video:
› Beauty and the Beast - Be Our Guest
  Be Our Guest song from Beauty and the Beast