

Chapter 5 Customer Service

Section 5.1 Service Basics



Note Taking

Directions As you read, write notes, facts, and main ideas in the Note Taking column. Write key words and short phrases in the Cues column. Then summarize the section in the Summary box.

Cues	Note Taking
<ul style="list-style-type: none"> • reputation: the overall quality or character of a person or business • client base: the customers who come regularly to your business • bag-in-the-box system: a cardboard box with a bag of concentrated soda inside 	<p>THE SERVICE STAFF</p> <ul style="list-style-type: none"> • Quality customer service from the service staff goes a long way to establishing a restaurant’s reputation and chance of long-time success <p>SERVICE SKILLS</p> <ul style="list-style-type: none"> • All service staff should have: positive attitude, neat, clean appearance; good communication and teamwork skills; thorough job knowledge; and ability to resolve customer complaints positively <p>BEVERAGE SERVICE</p> <ul style="list-style-type: none"> • Good customer service involves offering a full range of beverages prepared well
<p>Summary</p> <p>The service staff is very important in the restaurant business.</p>	

Chapter 5 Customer Service

Section 5.2 Serving Customers



Note Taking

Directions As you read, write notes, facts, and main ideas in the Note Taking column. Write key words and short phrases in the Cues column. Then summarize the section in the Summary box.

Cues	Note Taking
<ul style="list-style-type: none"> • the server is the main caretaker of the customer • hand service: bringing dishes to the table without a tray • managers may double-check accuracy of checks 	<p>OPENING SERVICE</p> <ul style="list-style-type: none"> • The server plays a key role in how the customer perceives his or her dining experience <p>SERVE THE ORDER</p> <ul style="list-style-type: none"> • Most restaurants use hand service in serving the order, which requires more teamwork among staff members <p>CALCULATE CUSTOMER CHECKS</p> <ul style="list-style-type: none"> • It is important for the server or cashier to accurately list and check charges on the check
<p style="text-align: center;">Summary</p> <p>Servers contribute to the success of a restaurant by greeting customers, taking the order, serving the meal, and presenting the check in a professional manner.</p>	