5 EASY STEPS TO FOLLOW FOR FASTER COUNTER SERVICE

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Food and Beverage Service operations involved various activities including preparing foods for the customers and giving fast and friendly service. Different types are; Quick Service restaurant, Fine Dining restaurant, Buffet, Fast Casual, Family Style. But for now, I will more focus on giving a few tips for aspiring Restaurant Managers or workers to have a faster and better delivery of service specifically in counter service.

1. Smile and Greet – This is the first and most important step in counter service; We as a service provider need to make our customers feel welcome by giving them a friendly smile and welcoming greetings. Example: “Good morning Ma’am/Sir, Welcome to name of establishment” But always keep in mind the arm’s length rule, greet the customers when they are only an arm’s length distant to you to avoid shouting and disturbing other customers.

2. Order Asking/Taking- This is the time that a counter crew will get the order of the guest. In this phase the counter crew must be attentive and knowledgeable in all the products of the restaurant to avoid committing mistakes. After taking the order of the guest the counter crew can punch the order on POS means point of sale system that consists a cash register computer screen, cash drawer, receipt printer, customer display and it is significant to check if the POS is connected to the internet before starting the day to day operation to ensure
the backing up of data especially the sales revenue for the whole day. After the counter crew have finished taking the order, he/she must repeat the order to avoid mistakes that leads to refund or worst bad customer feedback.

3. Do suggestive Selling- This is important to increase the sales profit of the business. There are three ways the counter crew can do to do the suggestive selling first, Upselling this means that you can suggest to customers to go for larger size of food quantity for example, they order a small size of drinks suggest upgrading it to larger size of drinks second, completing the meal. This means that you can suggest to customers to add another food like a cold dessert in a hot weather or hot so up for a cold weather just something that can complete the meal. Third, introducing new products, this is critical in suggestive selling before the counter crew can execute this kind of suggestive selling, he/she first to know the SOP’s or Standard Operating Procedures from preparing to serving this new product so that if the customer asks about the product. The counter crew can explain everything about these new products including the ingredients and allergen content.

4. State the total amount- Make sure to state the total amount to the customer and after receiving the payment, state again the exact amount you received from the customer. When, giving the change of customers state again the exact amount of change you are giving to the customer to avoid errors and problems lastly, always make sure to have enough loose bills and coins before starting the day’s operation. Always remember that do not ask for loose bills and coins to the customer.
5. Bidding goodbye – After the counter is done from step 1 to 4 the crew must not forget to thank the customer and wish them to come back at the restaurant.

References:

https://www.qsrmagazine.com/ordering/fast-food-fast