SIMPLE WAYS TO MAINTAIN A GOOD CUSTOMER SERVICE IN A QUICK SERVICE RESTAURANT

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As the Manager or Owner of the business you need to do the job on how to keep the business going by retaining customers. Just follow the ff. steps:

Gather commendations/suggestions from customers/clients. Gathering feedback from our guest or customers plays a vital role in improving the overall performance of the business. As the Manager in Charge you can prepare a set of questions or suggestion from customers you can just provide a printed copy of the feedback form to know if your services have met your customers’ expectations. Use the commendations/feedback to increase your business profit by enhancing/innovating your products and services.

Provide the service that fits for a king. The business should maintain a high standard in terms of service through an efficient and effective employee. The business owner or officer in charge should train the employees based on company’s standard operating procedures. Just follow the SOP’s of the company this would surely generate a repeat business.

Always provide CTP (crew training program). As a Restaurant Manager you are responsible for giving your employees a high-quality training that will ensure the safety and happiness of the customers/guest. First you need to introduced the basic food safety
practices that are well practiced and passed by HACCP or (Hazard Analysis Critical Control Point). Second, provide them the proper materials that they needed for proper training like; written handouts, power-point presentation, videos, tools and equipment that would help them to understand what you are trying to teach them. Just always consider the skills and the physical characteristics or attributes of your employee before giving or assigning them their position for a specific job.

Keep your business establishment updated to new trends of society. As the world is changing rapidly you and your business need to keep up. Provide a social media account for your restaurant so that the customers can contact or asks anything about your products and services. And also this is a good opportunity to advertise your products and services and also your new promos to generate more profit for the business.

References:

https://www.sales-i.com/maintain-good-customer-relationship