

Feedback and Complaints

Customers talk to...

3 People - if you do a **good** job

10 People - if you do a **great** job

25 People - if you do a **bad** job

50 People - if you get into an **argument**

The five step process for handling customer complaints:



1. **B**elieve the customer
2. **L**isten to their concern
3. **A**pologise
4. **S**uggest a solution
5. **T**hank them

**Don't fight,
make it right!**



Feedback & Comments

Customer complaints are an opportunity!

“Although we’re fortunate that we don’t have many, when customer complaints do happen, one should treat them as a gift.”

– Adriaan de Bruyn,
CEO, THE DAILY COFFEE CAFÉ



Feedback & Comments

Don't dwell on whose fault it is.

We don't **blame** people. We work out what went wrong, and we **fix it!**

People calm down when you use their name.

“I apologise, George. We've contacted our ISP and it'll be up in the **next ten minutes.**”



How To Lose A Customer

Do this, and your customers will run a mile. This is ***not*** the DAILY way.

- 1. Swearing. This is a no-no. No exceptions!***
- 2. Loud music. Any music should be in the background only.***
- 3. Dirt. No one wants to visit a café that isn't clean.***
- 4. Power tripping. Don't order your colleagues around, even if you're more senior.***



How To Lose A Customer (cont.)

Do this, and your customers will run a mile. This is ***not*** the DAILY way.

5. Clock watching

6. Dropping a real-life customer to have a long phone conversation.

7. Eating, drinking, smoking or chewing gum at work.

8. Wrong priorities. Don't start wiping the table when there's a customer to be served!

9. Not greeting



Feedback & Complaints

Top 10 Customer-Service Turn-offs we avoid at THE DAILY

- 1. A rude waitron or staff member***
- 2. Scruffy or untidy dress***
- 3. Ignoring / not acknowledging the customer.***
- 4. Not listening properly to the customer's request***
- 5. Not knowing your menu items properly***



Feedback & Complaints

Top 10 Customer-Service Turn-offs we avoid at THE DAILY

- 6. Over-promise and Under-deliver***
- 7. Not communicating clearly with the customer***
- 8. Being too expensive for the customer***
- 9. Wasting the customer's money***
- 10. Charging the customer the wrong price***

**Customer
Service
in Action**

welcome
to



thank you
for visiting





Customer Service in Action

Underpromise and overdeliver.

“It won’t take more than **ten** minutes. Then when it’s done in **five** they will be super impressed.

Be excited to see every customer.

When they arrive, treat them as if they are a pop superstar!



Customer Service in Action

Friendly like a braaivleis.

Imagine you've invited your customers to a braai at your THE DAILY. **Be on your best, friendly behaviour.**



Leadership, training & customer service

- **A small effort** can make a big difference to the customer (The Peninsula)
- **Minimise the handovers**
- **Spread the love**



Customer Service in Action

How many names can you learn?

- 5 a day
- 30 a week
- 120 a month
- In a year, you'll know the names of 1440 customers!

More haste, less speed.

If you're in too much of a hurry, you make mistakes.



The “Grandma” Rule

Never use a tone of voice or say anything to a customer that you wouldn't say to your grandmother. Keep your voice pleasant, the tone civil and the attitude welcoming.



Customer Service in Action

Wear your name badge.

At THE DAILY, we want to make **personal connections** with our customers.

Wear a **name badge** so you and your client can be on first-name terms.

Positioning is important as well.

**THE DAILY
at your
service!**

**Ask me
about our
Easter
specials!**

**Hope you
enjoy your
time at THE
DAILY!**



Customer Service in Action

Go the extra mile.

Look for opportunities to give our customers extra-special service.

This might mean...

1. Charging a customer's phone for them.
2. Taking a customer to their preferred table or section.
3. Handing a customer the preferred paper they normally read.
4. Serving regular customers in a different colour coffee cup.
5. Assisting older customers and women by pulling out the chair for them.



Customer Service in Action

The Power of Product Knowledge

- 1. Know your ingredients.***
- 2. Know your seasonal ingredients and blackboard specials.***
- 3. Be able to explain the difference in taste between different types of coffee.***
- 4. Know which cake slices to recommend.***
- 5. Know how long an order will take to come out.***

Here's why your service should be not just good, but World Class!



It doesn't
cost a cent.



It drives
word of
mouth.



It creates
regular
customers.



It makes you
hard to
compete
with.



Remember to cross sell.

This is when you sell a DAILY customer menu items that go well with another item. For example:

1. Sell a muffin together with a cup of coffee
2. Sell an extra 200g chips to go with an omelette
3. Sell an extra boerewors to go with the Daily Basic Breakfast
4. If a customer is very hungry, suggest an extra beef patty
5. If a customer likes the bread basket, sell an extra slice
6. If your customer loves cheese, sell him an additional 30g cheddar cheese



Offer to up-sell

This is when you persuade a DAILY customer to buy a bigger menu item at a higher price. For example:

1. Recommending a larger cup of coffee from a smaller size
2. Recommending a larger smoothie from a smaller sized smoothie
3. Selling a DAILY Basic Breakfast from just a French toast with French Baguette
4. Selling a whole café Carrot Cake instead of individual slices
5. Selling a New York Deconstructed Sandwich instead of a normal cheese & tomato

The



the
daily

coffee café

Way



The DAILY Way

A **WOW** is something that you are doing in your organisation that somebody in a competitive organisation is not doing ...



The DAILY Way

WOWs – to implement or suggest to management

- 1. Keep an **umbrella** in your store. When it rains, offer to walk customers to their cars.*
- 2. Stay open late, or open the café earlier on occasion to help customers wanting meals or coffee-on-the-go.*
- 3. **Air-conditioning** in the store.*
- 4. **Put up signs.** A “Welcome” sign and a “Thank You For Your Business” sign.*

Here's To Your Business!



QUIZ!

Thank You ...



for your time and your participation!