

The background of the entire page is a close-up, high-resolution image of coffee beans. The beans are a light brown color with a textured, wrinkled surface. They are scattered across the frame, with some in sharp focus and others slightly blurred, creating a sense of depth. The lighting is soft, highlighting the natural curves and creases of the beans.

# **SUPERSTAR SERVICE**

**The How-To Handbook**

**Build Loyalty!  
Make Sales  
Boost Your Career!**

**A MUST-HAVE GUIDE FOR ALL  
CUSTOMER FACING STAFF!**

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# SUPERSTAR SERVICE

## The How-To Handbook

**Build Loyalty!  
Make Sales  
Boost Your Career!**

## Introduction

Welcome to The DAILY COFFEE CAFÉ Super Star Service Handbook.

This handy guide should become your constant companion at the DAILY - reminding you how crucial Superstar Customer Service is in our company AND how to deliver it!

As we point out in the pages that follow, our customer is the most important person in our business. Without customers we can close our doors. Superstar Customer Service is the heart of what we do.

YOU, our Brand Ambassadors, play a vital role in what we are... you are the customer-facing staff. Our customer's impression of the DAILY COFFEE CAFÉ, and whether they keep coming back - depends on the customer service they get from YOU!

That is why we have created this the DAILY WAY Superstar Service handbook. We want to give you all the tools you need to deliver the promised service, to keep our Cafés thriving and to further your career with us.

You will notice that there are references to social media. We have done this to keep you advised on what your DAILY can do, as far as this powerful platform is concerned. However, please note that any communication on social media must only be done by the Owner/ Manager of the store and the Consumer.

Read it, take the ideas and handy tips to heart... and refer back to it whenever you need advice or if you have a spare minute.

We're all working to give the DAILY COFFEE CAFÉ customers the remarkable service we set out to do.

Let's get going...



## MUST DO'S

**1 WHAT IS CUSTOMER SERVICE?** Customer service is the service or care that a consumer receives **before, during and after** a meal. It is the experience they have while dealing with a business.

**2 TREAT CUSTOMERS THE WAY YOU WOULD LIKE TO BE TREATED.** This is one of the **main principles** of customer service. Give customers the level of service you would like to see if you were visiting **your DAILY**.

**3 FOCUS ON THE CUSTOMER'S NEEDS, NOT YOURS.** Sure, we need our customers to pay us, but that's not the main concern. We're here to **fulfil their requirements**, to cater to their needs. If we do that well, the money will take care of itself.



**4 THINK LIKE A CUSTOMER.** To deliver great, world-class customer service at your company, try to imagine what visiting your business is like for **the customers**.



**5 PROVIDE SERVICE THAT SUITS THE CUSTOMER.** Business hours, seating options, free wi-fi, payment preferences... all should suit your customers. If they don't, **discuss with management** ways of making them more customer friendly.

**6 TAKE RESPONSIBILITY FOR A CUSTOMER'S TABLE.** Don't hand them over to someone else, don't think, "That's not really my area" and don't go on lunch. This person has come into your business for help, so help them **personally**, the best way you can. And **see the customer experience all the way through to completion**.

**7 LISTEN** to the customer more than you speak to them. **Repeat** what they've asked for to make sure you understand their needs.

**8 LEARN** customers' names, listen to how they pronounce them. Then use them!

**9 THE BASICS OF CUSTOMER SERVICE**  
It's simple: The **more friendly** you are, the more sales your DAILY will make.

**10 CUSTOMERS' BASIC NEEDS ARE SIMPLE.** They don't care about turnover or marketing strategy. They want:



- 11 CUSTOMER REQUIREMENTS.** This is what they're looking for when they visit your business.
- 1. Value.** The price must be fair and there must be good service before, during and after the sale.
  - 2. Understanding.** Customer and staff must relate sincerely and communicate clearly.
  - 3. Positivity.** The staff should have an upbeat, happy mood and a supportive approach.
  - 4. Support.** The staff must consistently provide service the client can rely on.

**12 ABC: ALWAYS BE COURTEOUS**  
Being polite is not only the right way to treat your customers, it's the **right way to treat everybody**. It shows respect and it's the basis of good customer service. So...

- |    |   |
|----|---|
| 1. | <b>Give service with a smile.</b> Being friendly changes your customer's dining experience from something they <i>need to do</i> into something they <b>enjoy!</b>  |
| 2. | <b>Acknowledge them.</b> If you're chatting to colleagues and a customer returns to your store with a further query, immediately stop your conversation and help them. Never keep them waiting. It's rude!                          |
| 3. | <b>Make time for your customer.</b> If your business is full on a Saturday morning, and yet another customer comes in, don't ignore them. Take the time to say, "Good morning, welcome to the DAILY. I'll be with you in a minute." |
| 4. | <b>Offer advice.</b> If someone asks for a breakfast, suggest including the coffee. "This is our special for the morning."  |
| 5. | <b>Remember your "please and thank-you's".</b> Also offer a "good morning" and "good afternoon" where appropriate.  |
| 6. | <b>Listen carefully.</b> The most respect you can show someone is to really pay attention to what they want from you.   |

**13 PROVIDE AN EXPERIENCE.** A customer will **judge you according to the experience they have at your DAILY**. This will comprise everything from the appearance of the store, their welcome, how knowledgeable, friendly and helpful the staff were to how easy it was to pay. **You need to be great at all of it!**

## 14 THE CYCLE OF SERVICE

You come into contact with your customer in a cycle of **contact moments** that can be predicted and planned for...

1. Customer comes into your DAILY.
2. Customer gets seated and given the menu.
3. You tell the customer about the specials.
4. You make suggestions on the menu.
5. You bring the correct menu items to the table.
6. You check the table regularly.
7. You make sure he is happy.
8. You build a relationship.
9. He comes back.
10. He refers his friends to you.
11. New customers start using your DAILY.



## 15 MOMENTS OF MAGIC

Simple ways to turn a normal customer visit into a magic one.

Smile.

Greet sincerely.

Use customer's name.

Listen to your customer.

Be friendly.



Check the details.

Know your stuff.

Follow up.

Give great service.

Thank them for the business.

## 16 MOMENTS OF MISERY

Do this and a customer's visit becomes a nightmare. This is what you want to avoid **at all costs!**

- Lack of product knowledge
- Rude interactions
- Charging the wrong amount
- Untidy store and scruffy staff
- Not delivering what you promise
- Not listening to the customer properly
- Keeping the customer waiting
- Being expensive
- Not keeping the customer informed
- Losing the customer money



## 17 THE LIFETIME VALUE OF A CUSTOMER

Let's say a customer comes to your DAILY once a week and spends an average of R120 per visit. That's R120 per week.

Per month:  $R120 \times 4 = R1\ 000$

Per year:  $R480 \times 12 = R5\ 760$

Over two years: R11 520

Over 5 years: R28 800













Every customer could be a **R28 800 customer**. You just need to give them such good service they become loyal customers and that they keep using you for life!

**18 WORK WITH YOUR COLLEAGUES AS A TEAM.** A group of people is always stronger than an individual. So build a strong team with your colleagues. You should always have each other's back. Step in if your colleague needs help on a big job, answer the phone if they're busy... **Team up** to provide the best customer service you possibly can.

**19 STAND OUT FROM THE CROWD.** Your DAILY should distinguish itself from your competition by exceeding customer service expectations and providing **better customer service** than any of your rivals. You can do this by being excellent. Most customer service is average. Be great!

- 20 WAYS TO PROVIDE BETTER SERVICE**
- Know your ingredients
  - Know your local blackboard and seasonal dishes
  - Offer the customer something to read (newspaper/ magazine while they wait (especially when they are alone at the table)
  - Never lie to customers
  - Never to pushy or rush your customer
  - Live the DAILY theme - NY meets Karoo - match your service with swift and quickness of busy New York, but allow your customer not to be rushed and enjoy the homely atmosphere and comfort of the Karoo


<b>21 SUCCESS PRINCIPLES FOR SERVICE AMBASSADORS</b>	
	Remember customers' names.
	Recognise regular customers.
	Recommend the best value.
	Offer unexpected surprises or little gifts.
	Greet customers as soon as they enter your business.
	The answer is "yes"! What's the question?
	Have fun!

<b>22 LOOK THE PART</b>	
	Present a personal appearance that's right for your role in your DAILY.
	Have good hygiene.
	Keep clothing clean, wrinkle free and in good condition.
	Keep hair clean. Trim regularly and tie it up neatly if it is longer.
	Keep hands and nails clean.
	Wear a moderate amount of jewellery.
	Avoid eating, drinking, smoking or chewing gum in front of customers.

**23 COMPANY KNOWLEDGE GUIDELINES**

As someone working with customers at your DAILY, you **should know** the following about your company...

- Days and hours of business
- Company history
- Owners' and managers' names
- Places of interest in the neighbourhood
- Location of other branches
- All the menu items you offer
- The location of the public bathrooms
- What your specific job duties are
- How to answer the telephone



## 24 THE 3 R'S OF SERVICE



## THE POWER OF THE CUSTOMER

**25 THE CUSTOMER PAYS YOUR SALARY.** Without him, your company would close down and you'd all be out of a job. **Appreciate him** – he's the most important person in your business.

**26 SHOW YOU APPRECIATE YOUR CUSTOMERS.** Say thank you, give them a little free gift, or show them a kind gesture like carrying their purchases for them.

**27 KEEP A PHOTO OF YOUR FAMILY OR LOVED ONES WITH YOU.** This will remind you that customers are **paying for your family**. They pay your rent, your kids' school fees and dinner with your partner.

**28** If a customer enjoys her interaction with you, she will come back. Every good sale we make will **BRING THE CUSTOMER BACK** next time.



**29** The **BETTER** you treat your customers, the more **BUSINESS** you will do!

**30** If a customer leaves your DAILY feeling happy, he'll tell his friends and colleagues about you. That **WORD-OF-MOUTH ADVERTISING** is more powerful – and will win you more customers – than a million-rand advertising campaign. Make it your goal that every customer leaves happy.



**31** **CUSTOMERS CAN SUPPORT ANY COFFEE SHOP.** Their options are enormous when it comes to fulfilling their needs. Be grateful that when they choose you – and **keep them coming back!**

**32** If customers don't like the service at your DAILY, they can close you down by **VISITING SOMEWHERE ELSE.**

**33** **CUSTOMER LOYALTY IS YOUR ULTIMATE GOAL.** You want to deliver such great, world-class customer service that every time a customer needs something in your field, **they come to you.** They never go anywhere else because they're loyal to you.

Try to build the same loyalty with customers in your neighbourhood. Give your service the human touch.

**34** **CORNER CAFÉ LOYALTY.** In everyone's local neighbourhood, we have a favourite corner café, store or spaza where we go to buy our milk and bread. Even if there's one that's a bit closer, we still use our favourite store because the owner is friendly and we have a relationship with them.

**35** **A SINGLE CUSTOMER HAS DOZENS OF FRIENDS.** If you're on Facebook, think of how many friends you have – dozens, **hundreds**, maybe. Every customer might have just as many – in real life and online. If we deliver amazing, world-class service, he can recommend us to his network. Suddenly one customer can be worth hundreds of sales!

**36** **HOW TO BUILD CUSTOMER LOYALTY.**



**37** **IMAGINE YOUR CUSTOMER IS TOKYO SEXWALE!** Or AKA! Or Zonke! The idea is that your customer is a VIP, so treat them that way. They have the power to support your business, recommend you to others and help you grow. They are **incredibly important**, so treat them that way.

**38** **MAKE THEM FEEL IMPORTANT.** By understanding how important a customer is, and treating them that way, you can get them to realise that in fact they **are** important! The sincere,

world-class customer service you deliver at your business should make customers realise, “Hey, I’m pretty important in this place.” They’ll be back!

**39 A FIRST-TIME CUSTOMER IS PUTTING YOU ON TRIAL.** A customer officially becomes a customer when they give you their money. Until that moment, they are **trying you out**. Understand that you need to give especially good service to convert them from a trial user to a customer. And ideally a loyal customer!

**40 A WAITING PERIOD IS SPENT THINKING ABOUT THE DAILY.** People are busy. When a customer has to wait for something at your DAILY, she spends that time thinking about your business, wondering whether the wait is worthwhile. Address this in two ways: Make the wait pleasant, and make the wait short!

**41 SERVICE MAKES THE DIFFERENCE.** Let’s imagine there is another coffee shop not too far away from your DAILY. You both offer similar menu items. A customer has the choice. He will choose the business where he gets the best customer service! **Customer service is the difference!**

**42 YOUR DAILY EXISTS TO SERVE YOUR CUSTOMERS.** That is the reason your business was established. It’s also the reason you come to work. Remind yourself of this **constantly**.



## BUILD A RELATIONSHIP – THE PERSONAL TOUCH

**43 CUSTOMER SERVICE IS ABOUT ESTABLISHING A RELATIONSHIP.** Try to establish a warm, human connection as soon as someone enters your DAILY.



**44 CUSTOMER LOYALTY IS ABOUT BUILDING A RELATIONSHIP.** When a new customer returns to your DAILY for the second time, he already has a little relationship with you. Remember him, learn his name, build a **stronger relationship** and he will keep coming back.

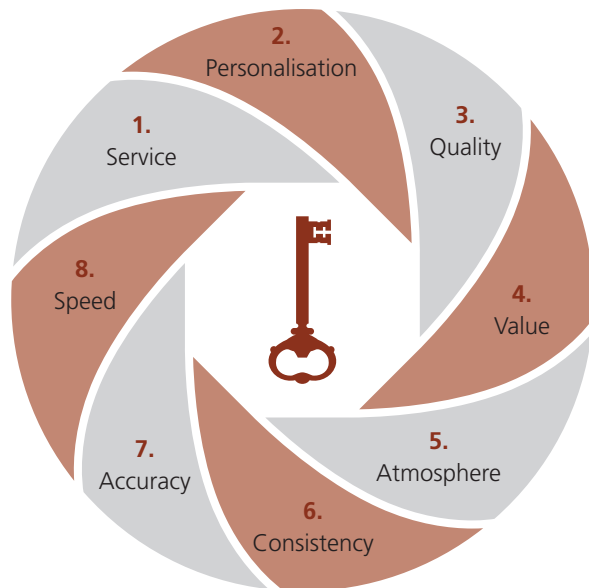
**45 BE WHO YOU ARE.** You shouldn’t pretend to be someone you’re not when you come in to work. **Be yourself**, just on your very best, top form. You’re great – that’s why your company hired you. Customers will see that and they’ll respond to your personality.

**46 “WELCOME!”** This is such a powerful word. It immediately makes customers feel relaxed and that they belong at your DAILY. They’ll know they’ve come to the right place.

## 47 9 WAYS TO KEEP CUSTOMERS HAPPY

1. Speak to them, make them feel welcome.
2. Learn their names, then call them by name!
3. Smile! It puts people in a good mood.
4. Listen to them.
5. Be friendly and helpful. At your DAILY COFFEE CAFÉ, treat your customers the way you would like to be treated.
6. Be interested in them and their needs.
7. Be neat and tidy.
8. Be approachable and easy to talk to.
9. Always look for ways to give great service.

## 48 THE 8 KEYS TO CUSTOMER SERVICE



49 Have a consistent telephone greeting. Practise it, but deliver it in a **FRIENDLY, NATURAL WAY.**

50 **THE PERSONAL TOUCH.** Learn their names and get to know what they like. E.g. some customers like their specific table or reading material/ newspaper (Afrikaans or English) or they prefer a latte spoon instead of a teaspoon. **Give your service the personal touch - try to always give them what they personally like.**

51 **LOOK CUSTOMERS IN THE EYE.** Making eye contact is part of South African business culture. Brief **eye contact** when your customer enters your DAILY will encourage them to trust you and make a personal connection.

52 **EXPLAIN YOUR MENU ITEMS TO NEW CUSTOMERS.** If it's someone's first visit to your DAILY, explain all the menu items you offer and how everything works. Make them feel at home.

53 **SMILE OFTEN.** A smile isn't just something you offer when someone enters your business and then you put it away. **Smile regularly** during your interaction. It shows you're a warm, friendly person whom the customer can trust.

54 **BE USEFUL.** To really be "of service" to a customer at your business, try to make their experience **better**.

55 **EVERY CUSTOMER IS UNIQUE.** Even though people are similar, we are each special in our own way. Treat everyone who enters your DAILY as the unique, interesting person they are. Be **interested** in them and their requirements. That will translate into great service.

**56 TAKE NOTES.** If a customer has a complicated order, take out a note pad and **write down** her requirements. This will make it easier to understand her needs. Read the notes back to her to make sure you understand her request.



**IT WILL ALSO SHOW THAT YOU CARE AND ARE REALLY LISTENING.**

**57 MAKE THEIR DAY!** Aim to deliver service that is so good, it stands out. Often people have bland interactions with others, with few smiles and happy moments. Be **positive and friendly**, so visiting your shop becomes one of the highlights of your customer's day.

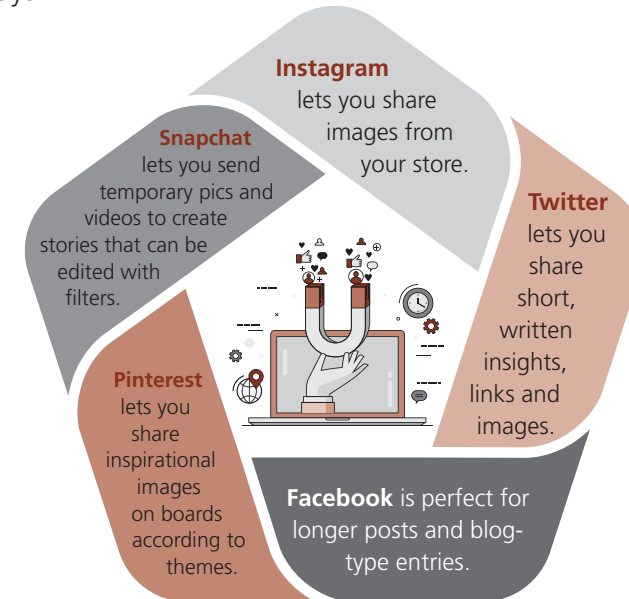
**58 BE GENEROUS.** Don't focus on getting paid. Concentrate on how you can give each customer the best service possible. Give them as much of your time, assistance and advice as you can.

**59 TELL THE TRUTH.** It is tempting to boast and exaggerate about your services, but rather tell it like it is – you're good enough already. Tell customers **realistically** how long wait times are, quote prices accurately and explain exactly what's going to happen once they have placed their order. People appreciate when you're straight and sincere with them.

**60 MAKE CUSTOMERS FEEL PART OF YOUR DAILY THROUGH SOCIAL MEDIA.** By sharing the view from your side of the counter, you make customers feel closer to your business. Say things like, "Come and buy coffee to keep you going through the day! Do something great today, drink good coffee!"

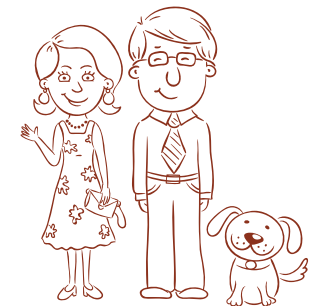


**61 TRY ALL THE PLATFORMS.** There are numerous social-media platforms that help you build a relationship with customers in various ways.



**62 REMEMBER CUSTOMERS' LIFE STORIES.** Besides someone's name, what makes them real is what they do, their partner's name, whether they have children, how old they are, etc. Once you know this about a person, and you ask them about it, you're making a **human connection**.

**63 USE A CUSTOMER'S LIFE STORY IN YOUR BUSINESS RELATIONSHIP.** The two of you might be relaxing at the counter while he's waiting to pay. You can mention, "When your wife has her next birthday, we could do a private function and we can even do the catering, so you don't have to do the dishes!" It'll show your customer that you **pay attention**, that you have a real, human relationship.



**64 SHARE YOUR OWN STORY.** If you connect with a customer and she shares a personal story, you can make an **even deeper** connection by sharing one of your own. **CAUTION:** This must be very discreet. Don't overshare or overwhelm the customer with your story.

**65 DON'T SAY, "NO PROBLEM".** Be positive, so when someone thanks you for your excellent service, don't mention something negative like a problem. Try to use **positive words**. Rather say, "It's a pleasure!"

**66 WANT TO HELP PEOPLE.** As a service representative, you're in a position to really improve people's experience, to make their lives better. Do it because you **want** to, not because you **have** to, or because you need the money. Taking real pleasure in helping others makes for the very best customer service.

**67 A GIFT OF APPRECIATION FOR BIG CLIENTS.** Suggest to your manager that your company **reward** customers who regularly visit your DAILY, or who spend large amounts. Perhaps they deserve a free cappuccino/ bag of coffee beans/ muffin in a box.

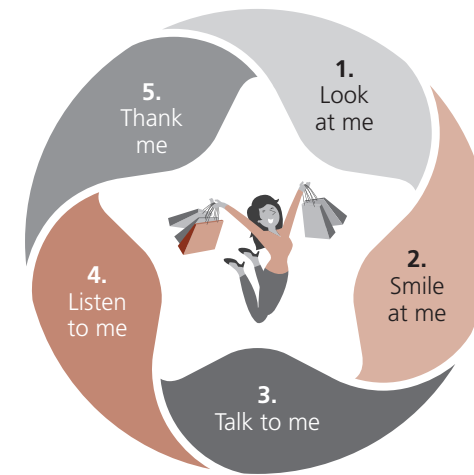


**68 FOR THE MANAGER/ OWNER: STAY IN TOUCH.** Once you've built a relationship with a customer, keep it alive by **maintaining contact**. Drop them a comment on Facebook, send an SMS or give them a phone call. Ask them how their report was received, what's going on at work or when they're coming in for a cup of coffee. **CAUTION: STAFF SHOULD NOT CONTACT CUSTOMERS DIRECTLY.**

**69 ANSWER CUSTOMERS' QUESTIONS.** Some customers are curious and will have queries about your DAILY. Find out about it and **tell them**. You should have no big secrets. It's worth knowing when your company was founded and where, how many branches you have, etc.

**70 PAY ATTENTION TO COMMENTS.** While a customer is waiting to pay for their coffee beans, they might look around the store. Observe them carefully – what they **notice** and what they **say** is often interesting. They might notice a spot of the floor that hasn't been swept, or they might ask, "Do you offer a kiddies' menu?" or "Do you sell full cakes?"

**71 A CUSTOMER'S REQUEST**



**72 FORMING A CUSTOMER BOND.** You are there to offer assistance in order to give the customer what he or she wants - simple as that!

**73 PROVIDE HOSPITALITY.** **Service** is what customers expect from your DAILY COFFEE CAFÉ. **Hospitality** is something even better than they expect. Hospitality is warm and welcoming, it shows you care.

**74 CONVERT A GOOD CUSTOMER INTERACTION INTO A GOOD RELATIONSHIP.** This is how you turn a satisfied customer into a loyal customer.

**75 LEARN FROM YOUR SUCCESSES.** Who is your most loyal customer? Work out what you did to make them such a good customer, and **repeat it** with other customers.



**76 DISCUSS COMMUNITY NEWS WITH YOUR CUSTOMERS.** Most of your customers will be from your neighbourhood, so be **informed** about issues that affect them. Ask your customer, “So what do you think about the new shopping mall they’re building,” or “It’s great that we’re getting rain at last!” This builds a personal bond.

**77 KEEP A LITTLE FILE ON YOUR REGULAR CUSTOMERS.** Keep a transaction history, as well as some **personal info** you might have picked up. Things like, “Two children. Speaks isiXhosa. Graphic designer. Supports Chiefs.”



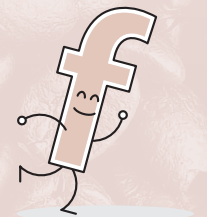
**78 FOR MANAGERS/ OWNERS ONLY: SHARE YOUR CONTACT DETAILS** – work phone, email and Facebook address. Give out The DAILY COFFEE CAFÉ business cards



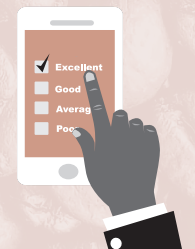
## FEEDBACK AND COMPLAINTS

**79** Get immediate feedback: **ASK CUSTOMERS HOW YOU CAN GIVE BETTER SERVICE.** Ask literally, “How can we provide better service?” and if a customer suggests an improvement, **listen to them.**

**80 SET UP A FACEBOOK ACCOUNT.** Most people are on Facebook these days, so it’s a great way to interact with your customers and tell them about news and promotions. It also allows them to **give you feedback** about your service and advise on what they’d like to see.



**81 THE DAILY CUSTOMER SURVEY.** The DAILY will soon have a virtual loyalty system in place that will allow customers to do feedback online and also run a mystery client program. Encourage all customers to download the app. This will give you constructive feedback.



## 82 THE 5-STEP PROCESS FOR HANDLING CUSTOMER COMPLAINTS



**83 BE POLITE, NO MATTER HOW ANGRY THEY GET.** If a complaining customer loses their temper and starts shouting, **remain calm**. Just stick to the BLAST process listed above, and handle their complaint with respect and calm efficiency. Once they've calmed down, they will really appreciate it.

**84 SORTING OUT COMPLAINTS:** For the Manager/ Owner: Call your customers only if a complaint was received (e.g. bad service or a food complaint) Do not make excuses or blame your team. Offer the customer to visit the Café to have a cup of coffee with you.

## 85 HOW TO LOSE A CUSTOMER





Do this, and your customers will run a mile. This should **not** be the way of your business.

- **Clock watching**
- **Dropping** a real-life customer to have a long phone conversation
- **Eating**, drinking, smoking or chewing gum at work
- **Wrong priorities.** Don't start wiping the table when there's a customer to be served!
- **Not greeting**
- **Swearing.** This is a no-no. No exceptions!
- **Loud music.** Any music should be in the background only.
- **Power tripping.** Don't order your colleagues around, even if you're more senior.
- **Dirt.** No one wants to visit a store that isn't clean.



## 86 WHAT TO SAY WHEN CUSTOMERS COMPLAIN

We always try our best, but every now and then, mistakes happen. Try sticking to the following **script** when a customer complains...

	1. "I understand the problem is..." Make it clear you grasp what the customer is complaining about
	2. "I'm really sorry that happened". Apologise quickly and sincerely for the error, or misunderstanding. <b>Never argue.</b>
	3. "It's not up to our usual standards." Make it clear you usually do much better.
	4. "Let me make it up to you..." Compensate the customer by offering extra value. The service is free, plus an extra free gift, etc.

**87 DON'T DWELL ON WHOSE FAULT IT IS.** On the rare occasion someone probably does make a mistake at your business. Don't blame people. Work out what went wrong, and then **fix it!**

**88 PEOPLE CALM DOWN WHEN YOU USE THEIR NAME.** This is another reason to learn all your customers' names. If George is starting to lose his temper because the wi-fi is down, say, "**I apologise, George.** We've contacted our service provider and they are dealing with this challenge."

## **89 TOP 10 CUSTOMER-SERVICE TURN-OFFS TO AVOID AT YOUR DAILY**

<b>X</b>	1. A rude staff member	
<b>X</b>	2. Scruffy or untidy dress	
<b>X</b>	3. Ignoring a customer	
<b>X</b>	4. Not listening properly to a customer's request	
<b>X</b>	5. Know your menu items well	
<b>X</b>	6. You over-promise and under-deliver	
<b>X</b>	7. Not communicating clearly with the customer	
<b>X</b>	8. Being too expensive for the customer	
<b>X</b>	9. Wasting the customer's money	
<b>X</b>	10. Quoting the wrong price	

**90 RELATE TO YOUR CUSTOMER'S COMPLAINT.** Give your service the personal touch. If a customer has a complaint, show that you **understand** how it's inconveniencing them. Say, "I'm sorry. That must be disappointing".

**91 FIX THE PROBLEM.** Once you know what the customer is complaining about, **act immediately** to remedy the situation. If you've billed them twice, reverse the transaction straight away.

**92 ENSURE IT DOESN'T HAPPEN AGAIN.** **Learn** from the mistake so you can deliver better service in future. If your error was a double debit, make sure to check every customer's slip for that in future.

**93 TURN COMPLAINING CUSTOMERS INTO LOYAL CUSTOMERS.** If you handle a customer's complaint quickly, efficiently and sincerely, and you throw in a little free extra, they will leave your DAILY in a good mood. Even though they had a complaint, they will **keep coming back**.



**94 STAY IN TOUCH DURING THE ENTIRE VISIT.** It's one thing to make contact at the beginning and end of a job or a customer visit, but customers will really appreciate being kept informed of the progress of their order. For example, track a customer's order and keep him informed of its progress. Or, while your table of five waits for their orders, tell them, "We're almost done. You're looking at another five minutes." This way, **you're** giving **him** feedback!

**95 ALWAYS CHECK** the customer's order before you deliver it to the table. Is it as they ordered?

**96 CUSTOMER COMPLAINTS ARE AN OPPORTUNITY!** When someone complains, they are telling you **exactly** the kind of customer service they expect. It's a chance to deliver exactly that kind of spot-on service. You learn more from a complaining customer than a satisfied one who smiles and walks out.

**97 BE YOUR OWN CUSTOMER.** The best way to get feedback on how your customer-service platforms work is to **use them yourself**. Phone up your business, visit your website or post on your store's Facebook page. You'll immediately understand what it's like for your customers, and whether there's room for improvement.



**98 COMP THE TABLE.** If there has been a big misunderstanding and something terrible happened, consider **refunding** the customer. Say somehow their food/ drinks order went missing and was not processed. Discuss with your manager. The Manager or Owner will decide if this customer is worth refunding the table; rather absorb the costs than lose the customer for life.

**99 WHAT ARE CUSTOMERS SAYING ABOUT YOUR DAILY ONLINE?** Today this is easy to check by visiting your Facebook page, or doing a **search** for your brand name on Twitter or FB. You'll immediately learn what they like and don't like about your service. Then you know what to focus on.



**100 MOST CUSTOMERS DON'T GIVE YOU FEEDBACK.** Whether they have a good or a bad experience, most customers won't tell you about it. People are especially reluctant to complain. But if they have bad service, **they simply don't come back**. So your customer service has to be world class.

## 101 YOUR GOALS WHEN DEALING WITH A COMPLAINT:

**1. Win back the customer's confidence.**

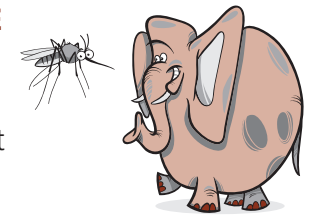
**3. Work with the customer to ensure that you do better next time.**



**2. Learn from the complaint.**

Work out how something went wrong when you usually set such high standards.

**102 MOSQUITO BITES KILL MORE PEOPLE THAN BITES FROM ELEPHANTS OR EVEN LIONS.** It's the same with business. Businesses don't fail because of a big disaster. It happens because bad customer service costs them customers, **little by little**, one at a time. So be great!



**103 BE PROUD OF BEING A PROBLEM SOLVER.** If you're the kind of staff member who can solve the difficult problems, people will **turn to you** and your standing in your company will improve.

**104 IF A CUSTOMER COMPLAINS, THEY GET BETTER SERVICE FOR LIFE.** A slip-up should be so rare that it never happens to the same person twice. If you've had to resolve a customer complaint, make a note of it and give that customer **extra-special** service from then on.

**105** **FOR THE MANAGER: ONCE A COMPLAINT IS RESOLVED, FOLLOW UP AGAIN.** Get the contact details of a complaining customer, then **drop them a line** a few days later and check whether they were happy with their return visit or if there is anything further that you can help them with.

**106** **CHECK YOUR VOICEMAIL FIRST THING IN THE MORNING.** If a customer has been in touch while you were closed, make sure you get back to them at the **first opportunity**.



**The same  
applies to social  
media messages  
and SMSes**



## CUSTOMER SERVICE IN ACTION

**107** **BE PASSIONATE ABOUT WHAT YOU DO!** At your DAILY, you work with people every day; you get to help them fulfil their needs. You help improve their lives. It's a great position to be in. Remind yourself how **fortunate** you are to help people – then let that joy come out in your customer service.



**108** **TAKE OWNERSHIP** of the customer's order. Try to handle it as well as you would if it was **your own**. That way you'll deliver great service every time! **Avoid handing the table over to a another waiter.** Some of the customer's requirements might get confused or forgotten during the handover.

**Take responsibility and  
handle it yourself.**



**109 HAVE A POSITIVE ATTITUDE.** Be a fun, friendly staff member, and customers will love your service.

**110 PHYSICAL ACTIONS THAT MAKE A BIG DIFFERENCE.** At your DAILY, customer service comes from what you do, but also how you carry yourself and **how you behave**. This includes...

- **Eye contact.** Look the customer in the eye.
- **Dress and grooming.** Be neat, tidy and well presented.
- **Tone of voice.** Express warmth and friendliness in your voice. Never sound loud and aggressive.
- **Posture.** Stand upright, lean toward your customer, facing them.
- **Personal space.** Stand a comfortable distance from the customer.
- **Shaking hands.** Have a firm, professional handshake.
- **Be attentive.** Focus and nod as they speak to you.



**111 IF THE CUSTOMER IS WRONG, DON'T MAKE A BIG THING OF IT.** If your customer at your DAILY believes the price of a cheese cake slice or a bag of quality coffee beans from East Africa should be cheaper, don't get into an argument. Give world-class customer service, **no matter who's right or wrong**.

**112 WE'RE IN A CRISIS!** Customer service in South Africa has never been worse. Staff are poorly trained, wages are low and so service is bad. Luckily, if you deliver world-class service, you'll be **miles ahead** of your competition.



**113 PUT THE BALL IN THE NET!** You've made a connection with your customer. That's the same as a footballer dribbling through the midfield. Now you need to score the goal...

**114 HOW TO SCORE KILLER GOALS IN CUSTOMER SERVICE.**



**Be an expert in your field.** Study, learn and absorb knowledge from your fellow waiters/ manager/ chef. You will be able to give your customers expert advice



A regular customer has left her debit card at home. Allow her to **pay tomorrow**.



**Be interested.** If your customer mentions she's a musician, ask her to play you her YouTube video, IF YOU HAVE TIME TO WATCH.

**115 BE REAL.** Make a real connection with every customer.

**116 BE POSITIVE.** Decide to be positive. Say yes to the requests of your customers. If there's something you can't do, don't focus on that. Tell the customer what else you **can** do instead!

**117 AVOID SAYING NO.** A customer asks for something and it's not in your suite of services. There's always **something** we can do, **somewhere** you can refer a customer.



**Rather focus on that than a negative response.**

**118 TRY TO CREATE LOYAL CUSTOMERS.** We want to be the **COFFEE CAFÉ OF CHOICE** for service and quality of products!

**119 EVERYONE WORKS IN CUSTOMER SERVICE.** Even if you're not part of the service staff – maybe you're in the kitchen or on the cleaning staff – you can still **be friendly to customers** and make them want to keep visiting.

**120 YOU CAN GET GREAT CUSTOMER-SERVICE IDEAS FROM ANYWHERE.** Don't be afraid to **adopt** an idea you see in another business. If it works there, it can work in your business. If a restaurant is giving away free balloons to customers' kids, your restaurant can too!



**121 GRAB-AND-GO.** Lots of people need coffee, breakfast or snacks on the go. Ensure your Café's take-aways are visible and can be administered swiftly.

**122 UNDERPROMISE AND OVERDELIVER.** If you know you can deliver a meal in five minutes, tell the customer, "It won't take more than ten minutes. Then when it's done in **five** she'll be super impressed."

**123 "IS THERE ANYTHING MORE I CAN HELP YOU WITH?"** Once a customer has finished her meal, ask to do **more** for your customer. You want to do as much as possible to help them. That's great service!

**124 PROVIDE REMARKABLE SERVICE.** Do awesome things customers will tell their friends about. For example...

- **Explain** the equipment in your store.
- **Laugh** with them.
- Treat them with **respect**.

- Remember their **name**.
- Save them **money**.



**125 IF YOU'RE NOT SURE OF AN ANSWER** to a customer's question, tell them. Then **find out the answer**. Don't just guess, or say, "I have no idea." Enquire from your manager and get back to the customer.

**126 WAYS OF WELCOMING A CUSTOMER**

- Good morning/afternoon/evening!"
- "Welcome to ..."
- "How do you do? I'm Chris." (First visit)
- "How are you, sir/ma'am?"
- "Thank you for calling The DAILY COFFEE CAFÉ Uitenhage. My name is Thumi."
- "Hi, Mr Langa. Good to see you again."
- "How's it going?"
- "How are things?"
- "I trust you're well."
- "How are you doing?"
- Pleased to meet you." (When introduced to a customer.)
- "How may I help you?"
- "What can I help you with today?"
- "Can I help you find something different on the menu?"

**What can I help you with today?**



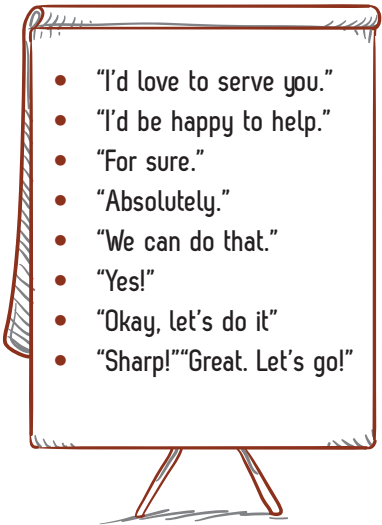
127 WAYS OF SAYING GOODBYE TO A CUSTOMER

1.	"Goodbye/Good afternoon!"
2.	"Thanks for coming in!"
3.	"Thank you for your order of coffee beans. Enjoy the NY-to-Karoo experience!"
4.	"Thanks for visiting the DAILY"
5.	"Travel safely."
6.	"Cheers!"
7.	"Take it easy!"
8.	"Stay well!"
9.	"All the best!"
10.	"It's been great/amazing/awesome!"
11.	"I trust everything was in order?"
12.	"Is there anything else we can do for you?"
13.	"Please call again!"

128 THE LANGUAGE OF POLITENESS  
Use these phrases to show respect and courtesy to your customers



129 THE LANGUAGE OF EXCITEMENT  
The words you use can let customers know you are keen to help them.



130 WORDS THAT TELL CUSTOMERS YOU APPRECIATE THEM

- “Thanks for coming in.”
- “Thanks for the business.”
- “Was everything in order?”
- “Thanks for your feedback.”
- “We appreciate your call.”
- “Thanks for coming to us.”
- “Thanks for visiting The DAILY COFFEE CAFÉ.”
- “How else can we serve you?”
- “Glad to help.”
- “Please call again.”

131 SHOW YOU’RE READY TO HELP

It’s one thing to ask, “Good morning, how can I help?” when a customer enters your DAILY, but our actions should also show that we’re ready and able to assist. Here’s what to do...

- **Look up** at the customer, stand and face the customer when they come in.
- **Sound** interested. Speak clearly and put enthusiasm in your voice.
- Smile.
- **Introduce** yourself. “Hi, I’m Tshepo.”
- Let them know you’re **ready to serve**. “How can I help you today?”
- **Greet** the customer. By name, if you know it.
- Start a **conversation**. “Is it still so hot outside?”
- Find out about the customer’s **needs**. “What do we feel like having today?”

132 **DON’T TELL YOUR CUSTOMER WHAT TO DO.** Tell them what you’re going to do **for them!** At the grab-and-go counter, instead of telling the customer to add sugar/ sweetener themselves, ask, “May I assist you with the sugar/ sweetener before closing the lid?”

133 **ANSWER THE PHONE!** That is a **business query** – every bit as important as someone coming into your Café. Answer the phone, be polite and give the customer the best service you possibly can!

134 Suggest to the management of your company that you send an SMS or whatsapp to every customer who is celebrating a birthday, inviting them for a free cup of coffee at the DAILY.

135 TELEPHONE TIPS



1.	<b>Answer quickly.</b> Try to pick up every phone call within three rings.
2.	<b>Greet the caller.</b> Don’t just say the name of your store. Say, for example, “Good morning. The DAILY COFFEE CAFÉ George. This is Nadia speaking.”
3.	Ask <b>how you can help</b> the caller. They obviously need something. Ask what it is!
4.	<b>Put a smile in your voice.</b> Do that by actually smiling while you answer the phone. If you smile, people can hear it in your voice.
5.	<b>Be respectful.</b> Address the caller as “sir” or “ma’am”.
6.	<b>Explain all wait periods.</b> Never just put the phone down. Tell the caller, for instance, “I’m going to find someone who can help you with that. I hope you don’t mind waiting ten seconds.”
7.	Give them an update if they’re on hold for a long while.
8.	<b>Thank them</b> for calling.

**136** When you answer the telephone at your business, speak **LOUD AND CLEAR**. Speak slowly enough for people to understand you easily.

**137** Don't get into the habit of **RATTLING OFF** your telephone answering routine. It will lose the human warmth that you want to put in all your customer interactions.

**138** **FOR MANAGERS/ OWNERS ONLY: HOW TO INTERACT ON SOCIAL MEDIA.** If you deal with customers on your company's Facebook account, remember:

<b>f</b>	<b>Actually interact.</b> Chat to your customers. Don't just announce offers or promotions. It should be a proper conversation.
<b>f</b>	<b>Be positive.</b> Just as in real life, people enjoy positive people.
<b>f</b>	<b>Respond quickly.</b> On social media, people expect instant responses. So reply to an online query immediately.
<b>f</b>	<b>Don't feed the trolls.</b> If someone is rude and unreasonable, stop the conversation, explain why and block them.

**139** **CUSTOMERS DO ONLINE RESEARCH,** so they know what's available. Today's customer is educated, thanks to the internet. They can also shop online, but they only get great, **personal** customer service when they visit your real-life café.



**140** **GO THE EXTRA MILE.** Look for opportunities to give your customers extra-special service. This might mean...

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

**141** **HI-TECH VS HI-TOUCH.** The reason why people come to the DAILY coffee shop is not because they are hungry or thirsty... they come because they need to connect with themselves or friends; not to be alone or to be seen. Our customers live in a digital world and our Cafés offer the human contact and hospitality we give them - there is no substitute for this.

**142** **BUILD A CUSTOMER DATABASE.** the DAILY will soon have a **Virtual Loyalty Card program** that will capture all our customer's details so we can use this database to our advantage by sending out promotions and newsletters and in order to add value to our customers' lives. **Encourage your customers to join and explain the benefits to them.**

**143** **FOR OWNERS ONLY: FOLLOW YOUR CUSTOMERS ON SOCIAL MEDIA** This is a way of maintaining your relationship, and relationships are the key to world-class customer service. **Please note this is not relevant to staff members.**

**144** **FOR OWNERS ONLY: DON'T OVERDO THE EMOJIS** Online customer service should be professional, so you should rather not use emojis or LOLs. Keep your chat light, clear and professional.

**145** **FOR OWNERS ONLY: BE REAL, WARM AND FRIENDLY ONLINE** Just like in the real world, customer service on social media

should be friendly and sincere. Let customers know you're a real person, not just an automated response. Say things like, "Hi Jane. Thanks for your query! We're open from 8am. See you soon!"

**146 MAKE A TO-DO LIST.** List the customer-service actions you want to remember every day at your DAILY COFFEE CAFÉ. Then consult it during your shift and **follow it** until it becomes second nature.



**147** Create a **WELCOMING ATMOSPHERE**. Try to make your DAILY the kind of place where people **feel at home**.

**148 WORK WITH ATMOSPHERICS.** Work with management to find the most **welcoming** lighting, air-con settings, the right music volume, scent etc.

**149 SERVE WHEN YOUR CUSTOMER IS READY.** A customer enters your DAILY and takes a long time to place her food order. **Give her time.** She will let you know when she needs assistance.

**150 STRIKE UP A CONVERSATION.** If they don't mind chatting, try to have a chat, find out what business customers are in when they come into your store. People will keep coming back somewhere with the personal touch.

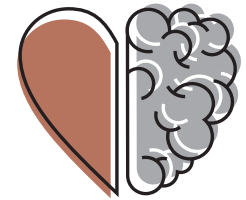
**151 SAY GOODBYE WITH STYLE.** When a customer leaves your DAILY, make them **remember** you.

**152 WHERE EVERYBODY KNOWS YOUR NAME.** People like to frequent a Café or restaurant where everyone knows their name. It's the same with your DAILY. Make friends, learn customers' names and they'll keep coming back because they **feel welcome**.



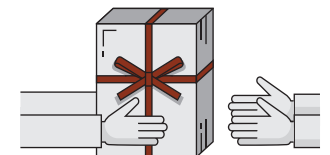
**153 FRIENDLY LIKE A BRAAIVLEIS.** When someone comes to your house for a braai/shisanyama or a party, you welcome them at the door, show them to a seat and offer them a friendly drink. Imagine you've invited your customers to a braai at your DAILY. Be on your **best, friendly behaviour**.

**154** There are two sides to a customer experience. There's **PRACTICAL EXPERIENCE** – e.g. how fast you serve the customer's order. And then there's the **EMOTIONAL EXPERIENCE** – the human touch, how friendly you were, the warmth of the welcome and how welcoming the café was.



**155 MAKE YOUR STORE A STAR.** If you create a great, welcoming vibe at your DAILY, with amazing service, people will start to **travel** to come visit you. Even if there's a similar place near them, they'll come to you because you guys rock!

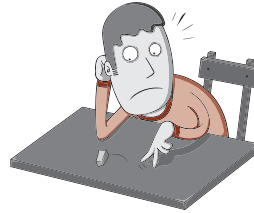
**156** Suggest that your DAILY COFFEE CAFÉ **PROVIDES A SURPRISE FREE GIFT**, like a muffin or a biscuit. Customers will be **pleasantly surprised**. They'll get that warm, fuzzy feeling that keeps them coming back!



**157** Suggest that your DAILY offer a **CUSTOMER OF THE MONTH** promotion. This can go to a customer who supports you regularly and is always a pleasure to serve. Take a photo and put up a framed picture in your business. "Customer of the Month: Sipho Mkhize." Customers like to be appreciated.

**158 HAVE A CAN-DO ATTITUDE.** Customers will appreciate it, and your managers will too. The business – and your career – will benefit. **Make a plan** to help your customer!

**159 SHOW YOU CARE WITH THE LANGUAGE YOU USE.** When a customer thanks you, tell them, “It’s an absolute pleasure”. When they leave, **thank them** for coming in, or say, “We really appreciate your business”.



**160 SAY NO TO APATHY.** Apathy is when someone simply doesn’t care. This is the last thing you need. When a customer comes in and staff just aren’t interested in serving her, she can sense this. Next time, she’ll go somewhere else. Pretty soon, **that store will close** because the staff are apathetic and all the customers have left to go for coffee somewhere else.

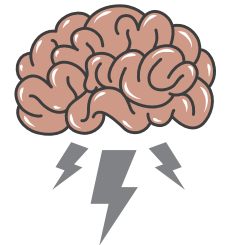
**161 TREAT YOUR REGULAR CUSTOMERS LIKE GOLD.** That’s what they are. It’s also easier, and less costly to keep an existing customer than to attract a new one.

**It’s even more difficult to win back a customer you have lost.**

**162 YOU SHOULD TRY TO DELIVER WORLD-CLASS SERVICE.** Here’s why:



**163 HOW MANY NAMES CAN YOU LEARN?** Set yourself a target of learning the names of 30 customers in a week. That’s 120 in a month. In a year, you’ll be on **first-name terms** with 1 440 customers!



**164 COMPLIMENT YOUR CUSTOMERS.** When a customer comes into your DAILY COFFEE CAFÉ and they’re wearing a bright-red, check shirt, tell them, “Good morning. Nice shirt!” a compliment helps make **the personal connection**. Also compliment their character. Say, “I appreciate that you communicate so clearly.”

**165 MORE HASTE, LESS SPEED.** At your DAILY, concentrate on providing **quality service**, not just fast service. If you’re in too much of a hurry, you make mistakes, you’re less polite and you make less of a personal connection with your customer.

**166 FOCUS.** When serving customers, be 100% present. Not half chatting to a colleague. **You're like a goalkeeper facing a penalty kick.** Be completely focused!

**167 BE MINDFUL.** This is a form of total focus. When you're mindful, you will...

- Look for **opportunities** to deliver great service.
- Understand your customer's **needs**. "How do you like your eggs done?"
- Don't assume you know what a customer will want. **Listen carefully** to his request.



**168 CUSTOMER-SERVICE ROLE PLAY.** Some customer interactions are tricky – for instance how to handle a complaint. So **practise it in person** with a colleague. They play the role of the complaining customer and you practise how to deal with them. Then you swap roles!

**169 BE BETTER THAN YOUR COMPETITION.** You are in a race against rival cafés in your neighbourhood. Stay ahead by doing **everything** better than they do. Greeting, serving, smiling and menu knowledge.

**170 ENCOURAGE POSITIVE WORD OF MOUTH.** Do something extraordinary, so customers **tell their friends** about your DAILY COFFEE CAFÉ. Have a catchphrase you drop into conversation, shake customers' hands, provide cellphone chargers, carry purchases to a customers' car... Be great and the word will spread.



**171 WEAR YOUR NAME BADGE.** At your DAILY COFFEE CAFÉ, you want to make personal connections with your customers. Wear a name badge, so you and your client can be on **first-name terms**.

**172 DO WHAT YOU CAN DO AS WELL AS YOU CAN.** You can be friendly, fun and welcoming to every child who visits. Do that **as well as you can**.

**173 BRAINSTORM CUSTOMER-SERVICE IDEAS** with your colleagues. Try to come up with ideas for how you can serve your customers better at your DAILY.



**174 MANAGE THE CUSTOMER'S EXPECTATIONS.** Tell the customer **how long they can expect to wait**. If you are experiencing slow computer issues that will affect your service at your tables, tell the customers.

**175 CREATE A CHECKLIST** of everything you need to remember to deliver **great customer service** at your DAILY. Keep it at work and refer to it. It might look something like this...

✓	Keep the tables clean.
✓	Greet the customer as soon as possible.
✓	Make eye contact, smile and welcome the customer to the café.
✓	Answer questions.
✓	Make recommendations from the menu.
✓	Handle complaints carefully and with respect.
✓	Process payment efficiently.
✓	Thank customers and say goodbye with courtesy.



**176** Whether you think you can or you think you can't, **YOU'RE RIGHT! Self-belief** is the key to performing well, and that also applies to customer service. You have been employed at the DAILY COFFEE CAFÉ because they believe you have the talent and dedication to deliver great customer service. Believe it and do it!

**177** **SMILE, YOU'RE GOING ON STAGE!** When you come in to work, it's like you're going on stage. You're going before an audience – your customers. So...



**178** **YOU ARE YOUR DAILY!** When a customer comes in and they deal with you personally, at that moment you are representing your **entire café**. So give the best service you can! You have been specially interviewed, selected and trained to act on your DAILY's behalf.

**179** **YOU'RE ONLY AS GOOD AS YOUR LAST GAME.** Even if Sundowns win the CAF Champions League, the next game they play, they still have to be on top form if they want to win. It's the same at your company. If you give great customer service one day, you have to get up tomorrow and **do it all again!** You're only as good as your last customer.

**180** **YOUR PERSONAL CALLING CARDS.**



**181** **THE POWER OF MENU KNOWLEDGE.** At your DAILY, you can set yourselves apart from your competition by **knowing your menu items** inside out. This could mean...

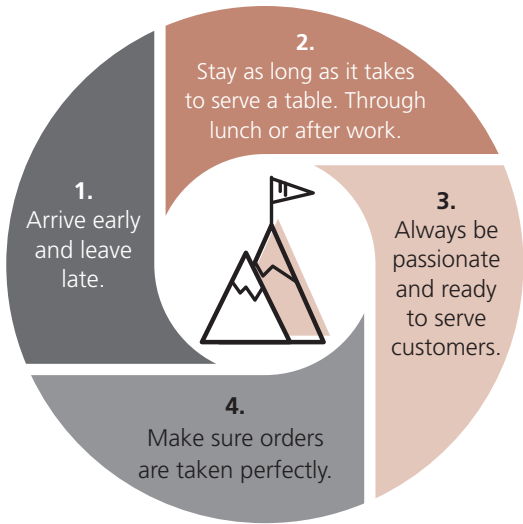


	Know your ingredients.
	Know your seasonal ingredients and blackboard specials.
	Be able to explain the differences in taste between different types of coffee.
	Know which cake slices to recommend.
	Know how long an order will take to come out.

**182 DRESS THE PART.** Wear smart, the DAILY branded clothes, and customers and your colleagues will **take you seriously**. You'll see, your career will benefit.

**183 GROOMING COUNTS.** If you're a man, shave regularly or trim your beard. In all cases, keep your hair neat, moisturise, groom your nails and use some fragrance. Be serious about your job and people will take you **seriously**.

**184 SET HIGH STANDARDS.** You want the best for your customers. So you need to do your very best personally.



**185 LOOK AFTER YOUR MOST IMPORTANT TOOL – YOURSELF.** You must be in the right shape to do your job and give your customers the best service possible. This means you should:

- Get enough **sleep**.
- Eat **healthy**.
- Hang out with **positive people**.
- Be **positive**.
- **Exercise** regularly.
- Live according to your **values**.

**186 PHRASES TO AVOID** At your company you want to **be positive**. Never put the blame on the customer. Avoid saying the following things to your customers:

✗	"Is there a problem here?"	✗	"What do you expect me to do?"
✗	"You know what you should have ordered?"	✗	"Bad luck."
✗	"That's not my job."	✗	"You won't believe the kind of day I'm having!"
✗	"You're wrong."	✗	"That's not our problem."
✗	"That promotion is over."	✗	"Please phone back later."
✗	"Just hold on a second. We're busy."	✗	"Our systems are down."

**187** Customers decide **WITHIN 30 SECONDS** whether they like a place. Make the most of that half a minute to create a **welcoming first impression** at your DAILY.

**188 "TELL YOUR FRIENDS ABOUT US".** If a customer thanks you for your great service, encourage them to refer their friends to you. These are **referrals**, and they're an incredibly powerful form of advertising, because they come from a trusted source. If a friend recommends a café, you believe them and take their advice.

**189 HOW TO DRIVE REFERRALS.** There are a few ways to ensure you get more referrals...

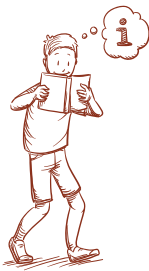
- Give **great** customer service!
- **Ask** customers to recommend you to their friends.
- **Reward** the customer. Ask your manager if you can give a discount to a customer who has sent a friend to your café.



- Give great service to the **new customers**. Once someone has been referred, give them great service too!

**190 REFER UNCERTAIN CUSTOMERS TO HAPPY CUSTOMERS.** Keep a list of customers who have enjoyed visiting your café. Then if a new customer comes in who is, say, unsure about booking a large table, tell them, “Here’s the number of someone who’s used us often. **Why don’t you call them?**” Make sure you have the permission of the customer who is going to receive the call.

**191 ALWAYS BE LEARNING.** As an ambitious person who wants to progress in your career, you should always be **improving** your customer-service skills. Do this by learning from your manager and colleagues, studying further, reading widely and observing how other businesses do it.



**192 REMEMBER TO CROSS-SELL.** This is when you sell a customer menu items that go well with another item. Here are some examples...

	Sell a muffin together with a cup of coffee
	Sell an extra 200g chips to go with an omelette
	Sell an extra boerewors to go with the Daily Basic Breakfast
	If a customer wants an extra beef patty, suggest another one
	If a customer likes the bread basket, sell an extra slice
	If your customer loves cheese, sell him an additional 30g cheddar cheese

**193 OFFER TO UPSELL.** This is when you persuade a customer to buy **higher-quality** goods or services at a higher price. This could mean...

UPSELL FOR THE DAILY	
	Recommending a larger cup of coffee from a smaller size
	Recommending a larger smoothie from a smaller sized smoothie
	Selling a DAILY Basic Breakfast from just a French toast with French Baguette
	Selling a whole café Carrot Cake instead of individual slices
	Selling a New York Deconstructed Sandwich instead of a normal cheese & tomato

**194 DON’T JUST BE GOOD ENOUGH, BE WORLD CLASS!** By giving the best customer service you can provide – not the worst you can get away with – you will earn a lot of **loyal customers**, who will keep coming back and will spread the word about your DAILY COFFEE Café.

**195 BEING RELIABLE BUILDS CUSTOMER TRUST.** If a customer gets great service every time she uses your DAILY, she will come to trust you. Then she’ll use you every time!

**196 ONCE YOU’VE EARNED THE TRUST OF A CUSTOMER, YOU NEED TO KEEP PERFORMING.** Keep giving world-class customer service, every time. You only need to slip up **once** to lose a customer’s trust and loyalty.



**197 REFER PEOPLE TO YOUR CUSTOMER'S BUSINESS.** If one of the customers is a graphic designer, keep a few of their business cards in your store. If someone needs a designer, recommend your customer. They will **return the favour** and recommend your DAILY too.

**198 TREAT CUSTOMERS LIKE FRIENDS.** Imagine that the customer who has just walked into your DAILY is an old friend whom you haven't seen in a while. Then **greet them** like you would an old friend, and serve them just as warmly.

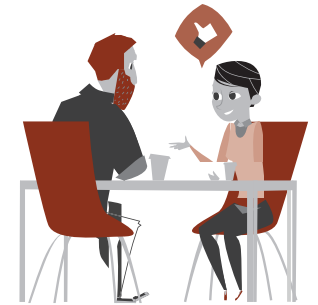


**199 HOW TO LISTEN.** You listen by **responding** to what your customer says, not by waiting for a chance to speak. If a customer mentions he is a vegetarian, ask whether he is vegan or what he can and cannot eat. This will show you're listening and attentive to his needs.

**200 KEEP THE CUSTOMER INFORMED.** Give customers the benefit of your **experience** – even if they don't ask for it. If someone orders a pot pie or other food item that takes longer to prepare, advise them and suggest another coffee while they wait.

**201 BE AWARE OF WHAT PROMOTIONS YOU'RE RUNNING.** Liaise with your manager and visit your head-office website regularly so you know what promotions are running nationally or at your particular DAILY COFFEE CAFÉ. That way you will be **up to speed** with everything when a customer comes in for a promotion.

**202 CREATE SURPRISED JOY!** This is the emotion you want to create in your customer when she gets incredible, world-class customer service at your DAILY. Be so much **better than she expected** that she goes, "Wow... thank you!"



**203 TREAT CUSTOMERS WELL, NO MATTER HOW THEY'RE DRESSED.** Every customer deserves the same amount of **respect**. Also, you don't know if that scruffy customer is a CEO who doesn't feel like dressing up, or a journalist writing a column about customer service at your DAILY COFFEE CAFÉ.

**204 YOUR DAILY IS THE RIGHT PLACE TO COME TO, SO LET YOUR CUSTOMERS KNOW.** When they ask about breakfasts, tell them, "We're the experts" or "You came to the right place." Doing this puts customers' minds **at ease**.

**205 IMPROVE ON AWESOME SERVICE!** When a customer is happy, add something **on top of that (provided your manager agrees)**. If they say, "Thanks for being so quick," you tell them, "It's a pleasure. Would you like a muffin to take with you?"

**206 MAKING A SALE ISN'T THE MOST IMPORTANT THING.** Serving the customer is. If you're able to advise a customer, but they decide not to order more than a coffee, that's fine. You've already succeeded by **helping them**.

**207 LOOK AFTER THE CUSTOMERS YOU ALREADY HAVE!** Customer-service theory says we should put 70% of our effort into satisfying our **current customers**, and 30% into finding new ones. If we take existing customers for granted, they'll leave!

## 208 LOOK OUT FOR CUSTOMERS WITH SPECIAL NEEDS. This might mean...

Speaking **clearly** for an elderly customer.

Speaking **louder** for a customer with a hearing aid.



Ensuring the entrance is **wide enough** to accommodate wheelchairs.

For a large group, find out who is the **group leader**.

## 209 THE SECRETS OF SERVICE

- Be **Sociable** – Interact with people and be keen and happy to do so.
- Be **Effervescent** – Have a charismatic personality.
- **Respect** your customers. Be courteous, polite and considerate.
- Live your **Values**. Live according to the values that you, your family and your community stand for.
- Be **Involved** in your DAILY's community. Take an interest in the activities of your co-workers and your customers.
- Be **Creative** – fulfil customer needs in fresh new ways that make it fun for you and for them.
- Be **Energetic** – When you come to work, inflate an energy bubble around yourself that energises you, your colleagues and your customers.

## 210 GET YOUR CAREER ON THE FAST TRACK!

By delivering world-class customer service at your DAILY, you become an **asset** to our café and you can look forward to a successful career. Do this by...





## THE DAILY WAY

**211 AIM FOR 100 PER CENT CUSTOMER-SERVICE EXCELLENCE.** If you're 95 per cent great, that still means out of every 1 000 customers, 50 are walking away unhappy. At the DAILY, aim for hundred per cent customer fulfilment. Give world-class service to **every** customer you deal with.

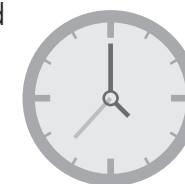


**212 THE WOW PROGRAMME.** The WOW programme consists of going through 3 categories of customer service:

1. Non-negotiables for all service staff - these have to be done.
2. Service actions - these are the basics of customer service which are essential.
3. WOWs - these are going the extra mile for your customer. Together with your colleagues, work on coming up with "WOW" ideas all the time.

## 213 NON-NEGOTIABLES FOR ALL SERVICE STAFF

1. **Arrive** 30 minutes before every shift, in uniform and wearing name badges.
2. **Follow** all the DAILY policies and procedures.
3. Keep tables **clean** at all times.
4. **Respect** company property as if it's your own.
5. When every customer calls, **greet them** with, "Good day, welcome to the DAILY COFFEE CAFÉ. My name is ... How may I help you?"
6. **Do not** eat, drink, chew or smoke in public areas at work.
7. Keep cellphones switched **off** at work.
8. Handle **all** customer queries within three minutes.
9. Always remain **loyal** to the DAILY and your colleagues.
10. Attend daily sales meetings, to **communicate** and contribute feedback

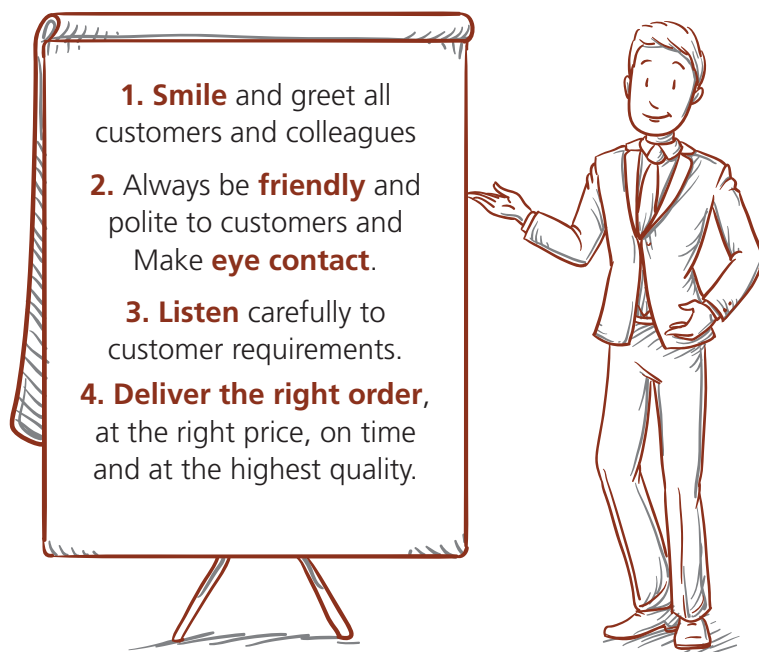


**214 SERVICE ACTIONS.** If you're confident, the **customer** will feel confident and you'll all get off to a great start.

## 215 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. Make **personal deliveries** to nearby homes and businesses to show customers you care.
3. Stay open **late**, or open the café **earlier on occasion to help customers wanting meals** or coffee on the go.
4. Have **air-conditioning** in the store.
5. **Put up signs.** A "Welcome" sign and a "Thank You For Your Business" sign.





**216 GREET ACCORDING TO THE TIME OF DAY** – “Good morning”, “Good afternoon”, or “Good evening”.

**217 SERVICE IS PART OF WHAT YOU SELL.** It’s like your invisible product!

**218 BUILD AN ATTITUDE OF CUSTOMER SERVICE AND KEEP IT WITH YOU THROUGHOUT YOUR CAREER.** As a service ambassador on the floor, knowing the importance of good service is essential. It is equally important to **keep this attitude** with you as your career progresses.

**219 BE THE FASTEST YOU CAN BE!** While your work should always be thorough and of the highest quality, do it quickly to minimise customer waiting time. Try to do these tasks **quickly and efficiently**:

- Taking an **order**.
- **Entering the order**.
- **Delivering the food**
- Accepting **payment** and issuing change.



**220 GIVE THE CUSTOMER AN EFFORTLESS EXPERIENCE.** There should be no hassle or drama or frustration about the customer’s time at your DAILY COFFEE CAFÉ. **Effortless convenience** – that’s what you offer.

**221 ACCEPT RETURNS, NO QUESTIONS ASKED.** If a customer says an item is **unacceptable**, take their word for it and ask your manager whether you can replace it or refund their purchase.

**222 ORDERS OF ALL SIZES ARE EQUALLY IMPORTANT.** Give everyone the **same** world-class customer service. A single customer with a small order may one day come back with several friends.

## Let's go out and do it!

As a Franchisor, the biggest task for us is to establish our brand, protect our brand and grow our brand. We can build as many Cafés as we want, ensure the decor and equipment are all there... and open the doors. But it is NOT going to work, because it's just bricks, water and furniture... Unless we have people that will bring the brand and Café alive!

That's where YOU come in... OUR BIGGEST ASSET IN OUR BUSINESS IS OUR PEOPLE.

You are a key part of the DAILY team, and we want to give you the skills you need to deliver the best customer service to your local community. This is very important to us.

This How-To handbook is part of the ongoing training and development process of doing things 'THE DAILY WAY'.

Allow me to re-cap THE DAILY CORE VALUES:

1. Passion - live the brand!
2. Service Excellence
3. Take Ownership
4. Add Value

... and our MISSION STATEMENT: Provide Remarkable Service.

Our customers are what keeps our businesses (and livelihood) alive, and therefor we need to impress them time and time again with our flair, knowledge, true friendliness... topped naturally with our good food and coffee.

Use the advice and guidelines in this booklet, discuss it with your colleagues, management and Café Owners and let's get out there and implement it consistently!

We are already a great team of people - let's make it even better.

Thank you for being part of the DAILY family. Your hard work, effort, enthusiasm and passion for our brand will help us become stronger and more successful!

Yours sincerely

Adriaan de Bruyn  
Founder and CEO  
THE DAILY COFFEE FRANCHISE GROUP