



**U.S. ARMY
QUARTERMASTER
SCHOOL**

CUSTOMER SERVICE



Warrior Logisticians



Benefits of Great Customer Service

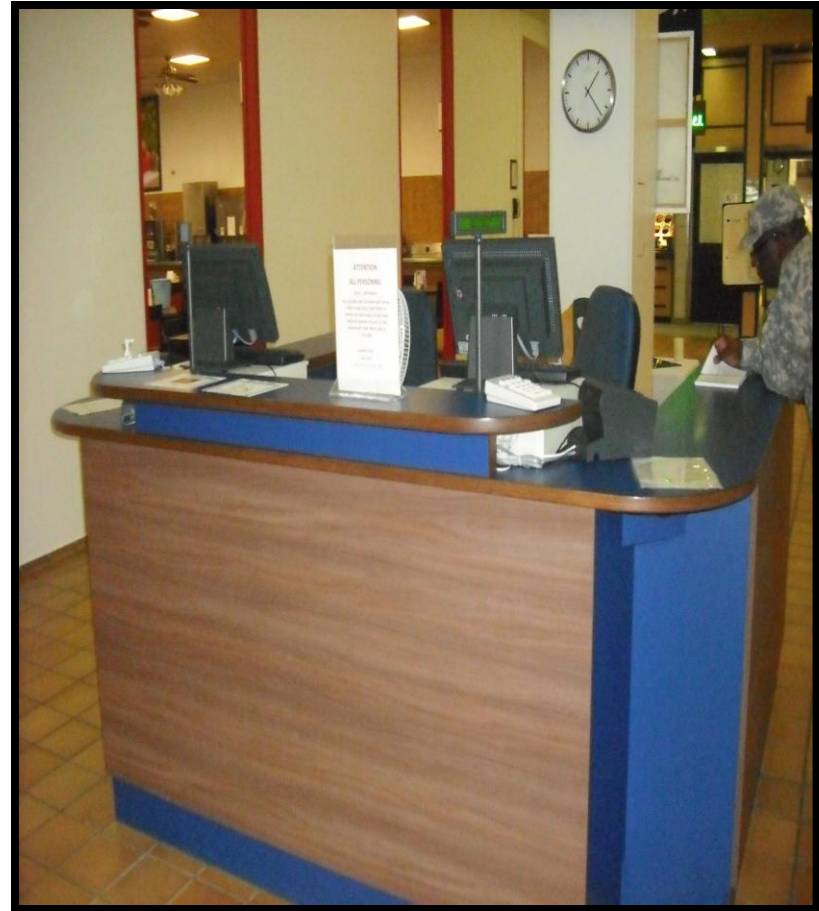
- Critical to any successful business
- Productive Happy Employees
- Reputation & Decor
- Increased Patronage
- Comes in many forms





Verbal Communication

- Greeting by Headcounter
- Greeting by Servers
- Servers Clarify Order
- Server Exit Greeting
- Noise Level in Dining Facility





Nonverbal (Visual) Communication

- Clean and orderly entrance
- Headcount Area
- Clean and Attractive Staff Uniforms
- Attractive Menus and serving lines
- Clean Service Areas (Dining Room/Restrooms)
- Body Language of Headcounters or Servers
- Wait Time in Line
- Management Visible in Facility
- Server Places Food on Plate
- Foods Served at Proper temps
- Eye appealing foods
- Pleasant dining atmosphere





Principles

- Employee Satisfaction
- Visible Managers
- Diner/Employee Feedback
- Improving Customer Service Process/ Diner Survey





Employee Satisfaction

- Happy cooks: Happy food
- Unhappy cooks:
 - Less productive
 - Absenteeism
 - High turnover
- Job satisfaction equals positive customer interactions
 - Productivity
 - More Teamwork





Employee Satisfaction

- Survey Employees
 - Survey Questions should get to the heart of the working environment issues
 - Keep it short as possible
- Interpret the Results
 - Obvious areas of discontent – contributing factors
 - Solutions
- Share the Results
 - Be timely
 - Be candid and direct
 - Tell what will happen next
 - Ask for suggestions
 - Reward your staff for outstanding performance





Employee Satisfaction

- Act on the results
 - Don't survey if there is no intent to change anything
- Follow-up
 - People, times change, re-survey at regular intervals, no more than twice per year
- See Employee Survey





Employee Survey

- Employee Survey
- Please place the number under the question that best expresses how you feel about your job:
- 1/Very Satisfied, 2/Slightly Satisfied, 3/Neutral, 4/Slightly Unsatisfied, 5/Very Unsatisfied

1. The recognition you receive for the work you do.____
2. The quality of the training you receive.____
3. The information you receive on policies, procedures & what's going on.____
4. The opportunity to learn new things.____
5. Management's awareness & understanding of your problems.____
6. Management's interest in your career development.____
7. Management's ability to make your job interesting & fun.____
8. The amount of enjoyment you get from doing your job.____
9. The amount of cooperation among your co-workers.____
10. The way you are treated by management.____

- What do you like best about your job? _____
- _____
- What do you dislike about your job? _____
- _____
- What could be done to make your job more enjoyable & rewarding? _____
- _____
- If you were the Manager, what would you change? _____
- _____



Diner Survey



FOOD SERVICE



Soldier Satisfaction Survey

Each item will be rated on a scale of 1-5; Five being the best and one being the worst. Fill in the circle that best represents your response to the question.

- I am a meal card holder (SIK) or paying customer (BAS)
- My grade is: E1-E4 E-5-E6 E-7-E9 Officer Civilian
- Times per week that I use the:

Dining Facility	<input type="radio"/> 0-3	<input type="radio"/> 4-7	<input type="radio"/> 8-11	<input type="radio"/> 12-14	<input type="radio"/> 15-18	<input type="radio"/> 19-21
Carry out	<input type="radio"/> 0-3	<input type="radio"/> 4-7	<input type="radio"/> 8-11	<input type="radio"/> 12-14	<input type="radio"/> 15-18	<input type="radio"/> 19-21

4. Please rate your dining facility on the following:

	5-Excellent	4-Very Good	3-Good	2-Poor	1-Bad
Speed of Headcount	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness of servers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Menu variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of facility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Please rate the convenience of the operating hours for your dining facility:

Weekday:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekend:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Overall evaluation of my dining facility:

Please feel free to write additional comments:

THANK YOU, we appreciate your input.



Visible Managers

- The Manager is directly responsible for the diner's total experience
 - Manager wears many hats
 - Involved in all aspects of the dining facility operation
- The Manager sets and maintains the customer service standards for the dining facility
 - Taking a couple of minutes to work the dining room to stop and ask “How is everything?” Is the key to business success
 - You must be on the front line with the customers earning their respect
 - Smart Managers set the bar high and keep it there



Visible Managers

- Managers must focus on the customer.
- A strong manager models behavior and provides feedback.
- It's all about the customer.
- Lead by example.





Diner/Employee Feedback

- Walking around asking specific questions
- Diner/Employee meetings
 - Enlisted Dining Facility Advisory Councils/BOSS
- Diner Surveys
- Diner Comment Cards
- Employee Suggestion Cards



Diner/Employee Feedback

- Conduct Written Diner Surveys
 - Determine what your goal is
 - Keep the survey short
 - Don't over survey diners
 - Post results
 - Contact Diners
 - Keep results, compare to future surveys
 - TAKE ACTION

**ACT ON
THE RESULTS**



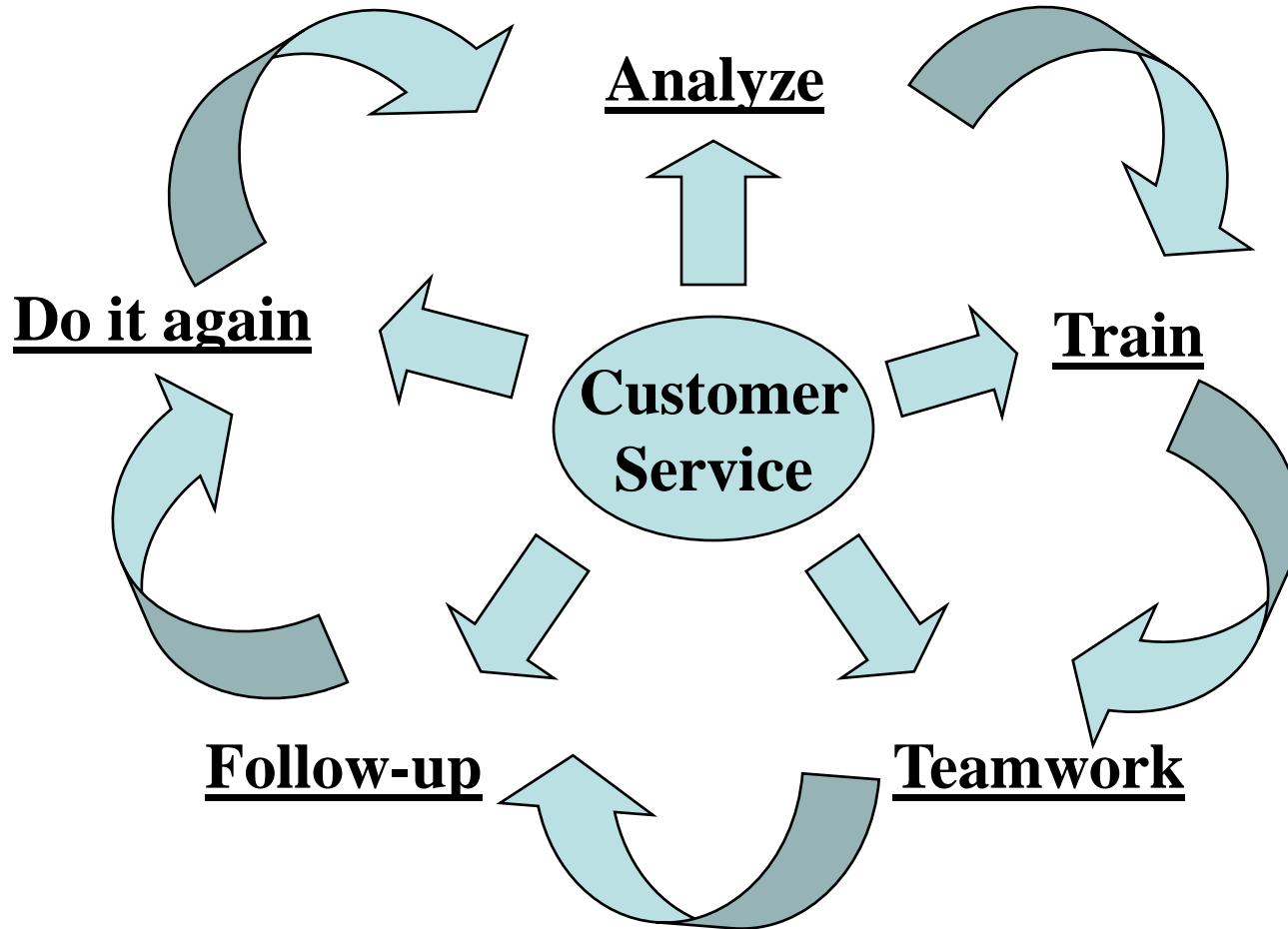
Diner/Employee Feedback

- Diner Comment/Employee Suggestion Cards
 - Set up a means of tracking comments/suggestions
 - Encourage ideas!
 - Respond quickly to comment/suggestion
 - Respond directly if they left contact information
 - Post Manager's response

 - Provide follow-up to diner/employees
 - Make sure everyone knows what the priorities are at any given moment
 - Let them know you value their comment and what was done to correct the issue
 - Say Thank-You!



Improving Customer Service Process





Improving Customer Service Process

- Analyze
 - Get to know your customers
 - Do a “walk-through” of the diners’ experience
 - Focus on areas of improvement
- Train
 - Schedule time to properly train
 - Focus on procedures first, then how to interact with customers
 - Consistency is crucial



Improving Customer Service Process

- Teamwork
 - Spend time with staff
 - Lead by example
 - Hold short team meetings-keep them informed
 - Pay attention to their opinions and suggestions
 - Create atmosphere of support and cooperation not a hostile environment
- Follow Up
 - Set the bar high – Whatever level of service you are willing to accept is what you are going to get
 - Be there – Hands on
 - Be positive & corrective
 - Give focused and specific feedback



Improving Customer Service Process

- Summary
 - Ask your customers and staff to tell you what you can do to improve
 - Tune in and listen closely to their replies
 - Act on suggestions for improvement
 - Never become complacent



Customer Service

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