

SERVICE BASICS

HMGT 1110

Catering & Service Management



Service Basics - Topics

1. Service discussion
2. Moments of Truth & Cycle of Service
3. Service slideshows

So many places for F&B!

Think about your audits

Where in the Production Process

- Vineyard – Winery – Liquor Store - Restaurant

Food or Beverage Primary

- Food Truck - Pub - Winery - Bar

Quick or Slow

- McDonalds - Earls - Accolades

How F&B is served

- Counter - Buffet - Family – Table

Concept/Theme

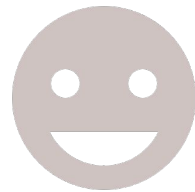
- Ethnic – Barbeque – Breakfast – Coffee Shop

You all rated the same things though...

- Major Evaluative Areas -



Food & Beverage



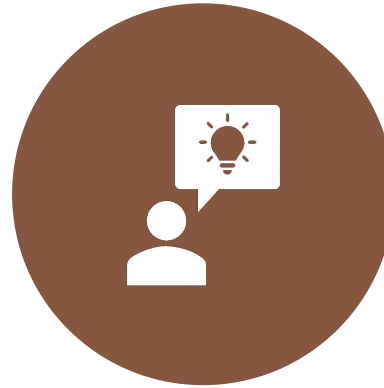
Service



Experience



HOW DOES EVALUATION HELP
ORGANIZATIONS?



HOW MIGHT EVALUATING SERVICE HELP
YOU DEVELOP YOUR KNOWLEDGE AND
AWARENESS OF SERVICE?



FORUM TO SHARE COMMENT CARDS ON
MOODLE

Evaluating Service


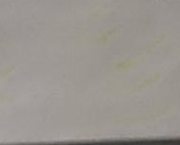
Service Discussion



1. Groups of 3-4
2. Share your service audit experience, ratings & rationale (10)
3. Compare experiences to build a list of what is important to providing “good” service (5)
4. Discuss how you can impact that list as a server (5)
5. Share with class (10+)

- ☆ - Knowledgeable
- ☆ - Friendly
- ☆ - Hospitality
 - Large portions
 - Good food quality
 - Reasonable Price
 - Variety of options
- ☆ - Cleanliness ✓
- ☆ - Fast Service

Knowledgeable
 Time management
 Slow service
 Food quality
 LOCATION
 Active listening
 FOCUSED MENU VARIETY
 MORE OPTIONS
 . friendly
 . welcome

- 1 Be Friendly ☆
- 2 Show Respect ☆
- 3 Listen 
4. Be Responsive
5. Ask for feedback
6. Patience
7. Ability to Communicate clearly
8. 

Good service

not like this title.

- genuine smile

- menu variety

- knowledgeable staff

- good service

- time management

- clean + tidy place

- friendly staff

- warm welcome!

- thanking the guest for coming

have a magical day

Hi welcome to this place my name is

BUT WHAT DOES THIS MEAN?

CONTINUE...

- respectful

- good sense of humor

- know when to stop (know to read people)

- good cooked food

- prices of dishes

andrea

Sandra

Guilherme Silva

Maria

Wanda

money money must be funny

it Andrea makes it is GOOD

3

1

2

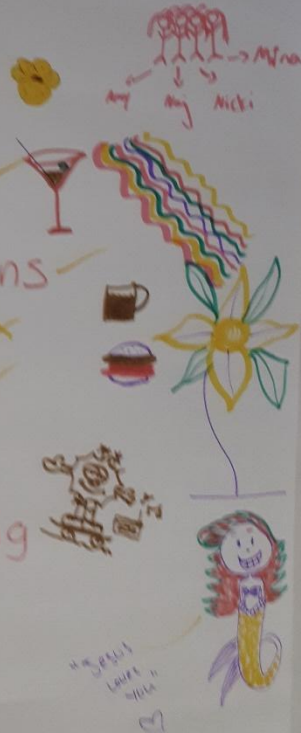
HAHAHA

♥ The Dream Team ★

Good Service!

- Friendly ✓
- Clean ✓
- Relatable ✗
- Knowledgeable ✓
- Does not discriminate ✓
- Authentic ✓
- Appearance (B.O.!!) ✓
- keeps busy - not standing around ✓
- consistency ✗

- Welcoming ✓
- Caring ✓
- Expressions ✓
- Speed ✗



FOOD SERVICE

- Smile
- Be Polite towards Guest's
- Cleaning → Timeliness
- Theme → No Discrimination
- Variety & Quality
- Menu Knowledge
- Proper Dress up
- Communication Skills
- Atmosphere

Muskan
Ashmeet
Jasmitan
Arsh
Raman



Customer

Guest

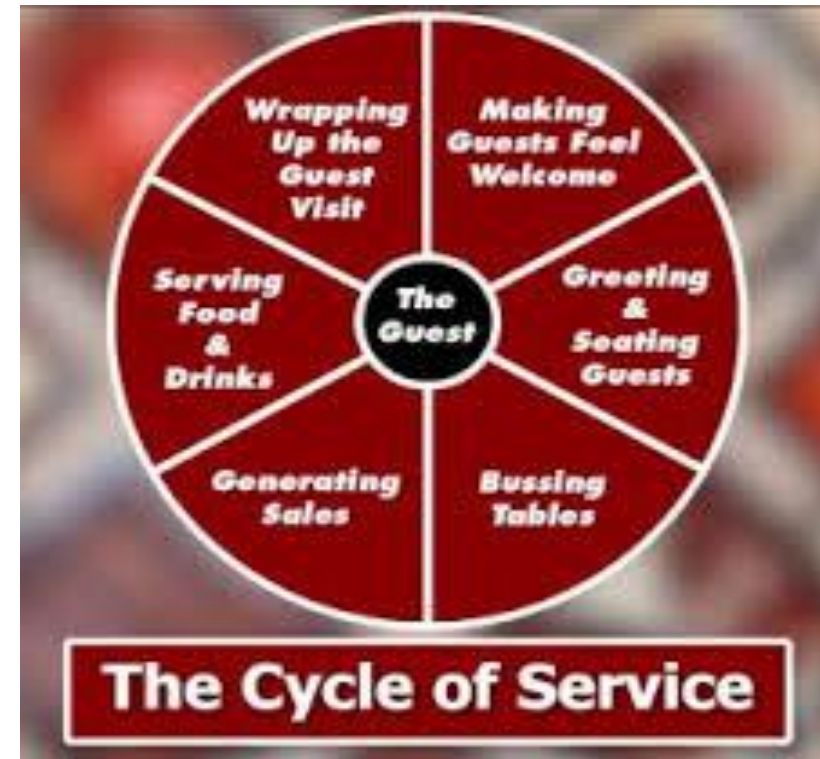
**Which term
is better?
Why?**

Guest Service:

What are these terms and how do they relate to each other?



[What is a Moment of Truth?](#)
[Read a short article about MOT](#)



Understanding our Guest Experience...

Accolades experience from the guest perspective

Moments of Truth & Cycle of Service

Some unexpected additions?

This helps to 'engineer' the guest experience and train staff

Service Statistics

- Review (1-50 only)
- Be prepared to share:
- What stat surprised you?
- What is your overall takeaway?

Service Inspiration

- Also review & prepare to share
- What quote inspired you? Why?