

SERVICE BASICS

# HMGMT 1110

## Catering & Service Management



# Service Basics - Topics

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

# So many places for F&B!

## Think about your audits

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### 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

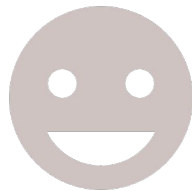
# You all rated the same things though...

## - Major Evaluative Areas -

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Food & Beverage



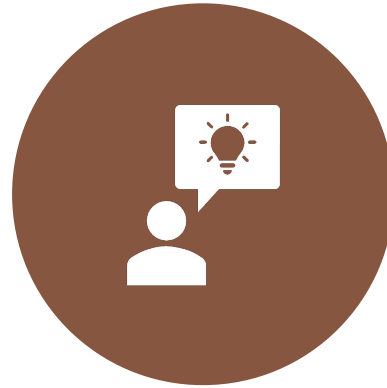
Service



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



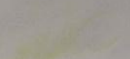
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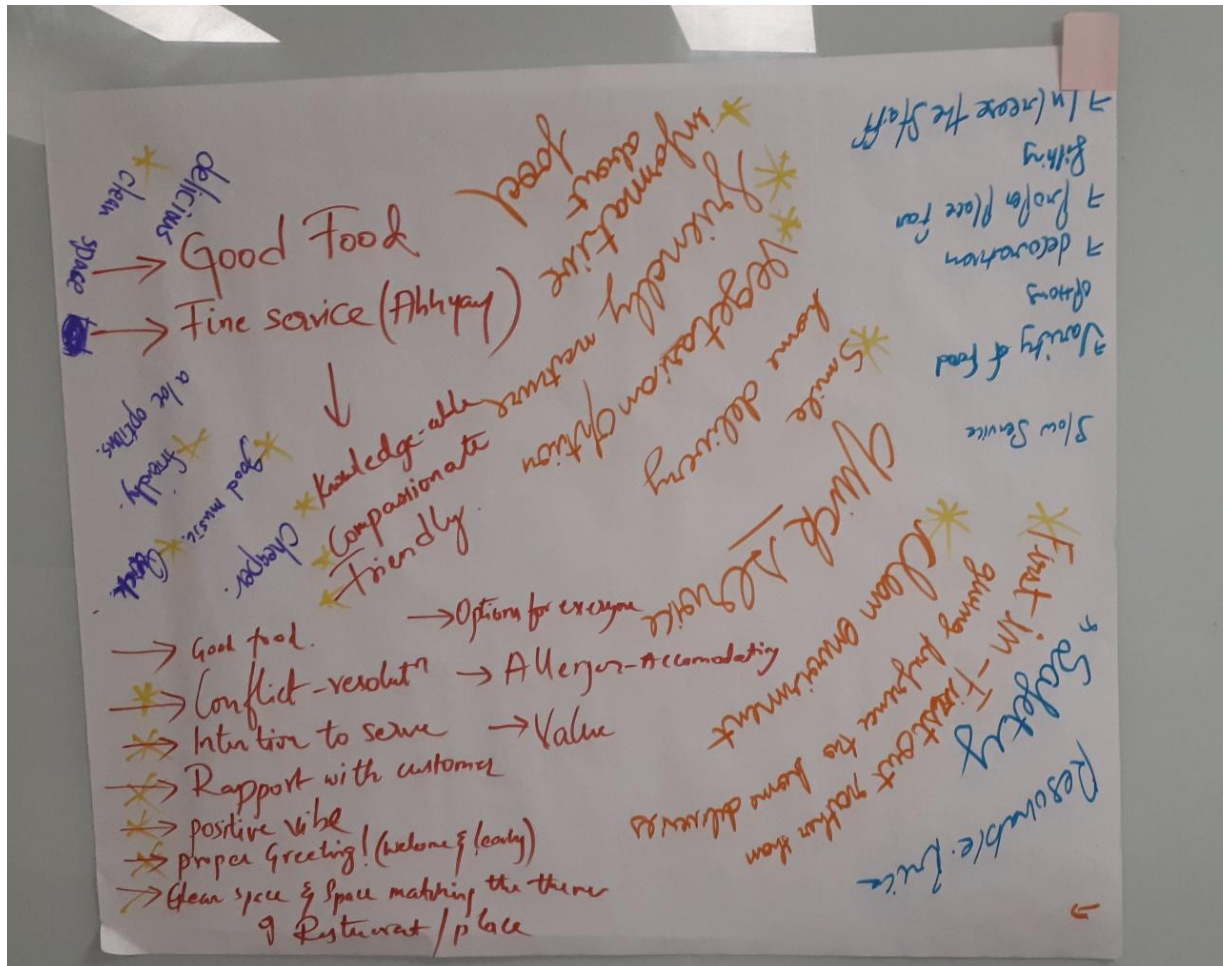
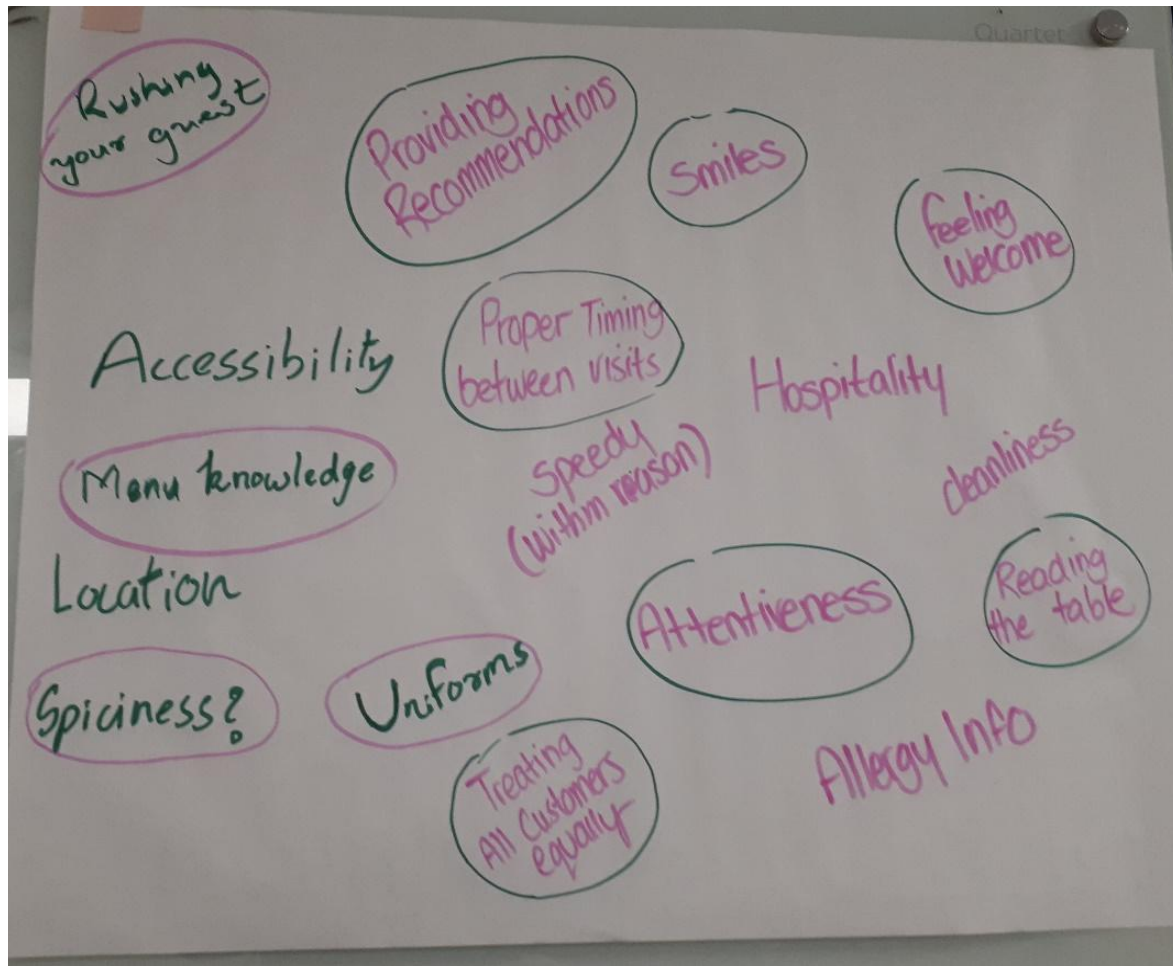
1. Groups of 3-4
2. Share your service audit experience, ratings & rationale (10)
3. Compare experiences to build a list of what is important to providing “good” service (5)
4. Discuss how you can impact that list as a server (5)
5. Share with class (10+)

- ★ - 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
- friendly
- welcome
- FOCUSSED MENU VARIETY
- ADRE OPTIONS

- 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

*1 hour things*

*run the food*

*walk fast*

*AND OUTPUT*

*BUT WHAT DOES THIS MEAN??*

*Hi welcome to this place My Name is ...*

*have a magical day*

# CONTINUE...

- respectful
- good sense of humor
- know when to stop (know to read people)
- good cooked food
- prices of dishes

*\$\$\$*

*money money must be funny*

*andrea*

*Manu*

*Wanda*

*Sanjana*

*Arjun*

*Garud*

*Sri*

*It Andrea makes it is GOOD*

# ♥ 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 ⇒ Tidiness
- ⇒ Theme ⇒ No Discrimination
- ⇒ Variety & Quality
- ⇒ Menu Knowledge
- ⇒ Proper Dress up
- ⇒ Communication Skills
- ⇒ Atmosphere

Muskan  
Ashmeet  
Jasmin  
Arsh  
Raman



Customer

Guest

**Which term  
is better?  
Why?**



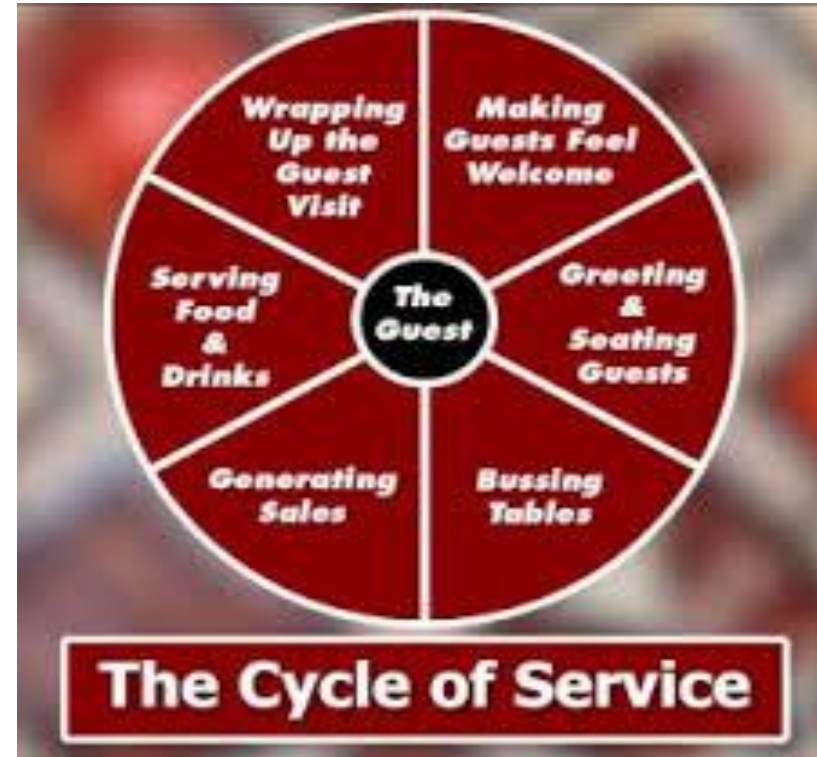
# Guest Service:

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

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



# Understanding our Guest Experience...

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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?