

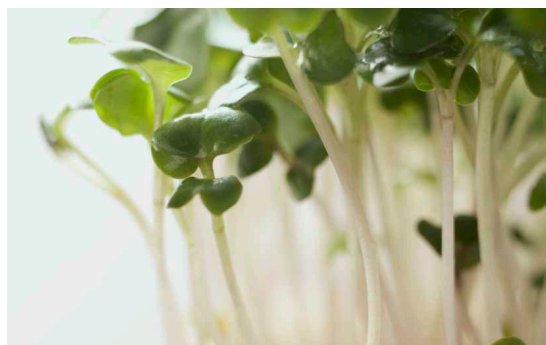
SERVICE IN HERB N' KITCHEN STYLE

Journal – Team Two



HERB N' KITCHEN

— NEW YORK CITY —





Our Brand Experience

“Perception is two parts heart and one part brain.”



First Impressions

Look - Expression - Words - Voice - Body Language - Attitude

“The impression others have isn’t left by us, it’s made by us.”



Inquire - Thank - Invite Back - Wish the Guest Well

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

“A customer is the most important visitor on the premises. He is not dependent on us – we are dependent on him. He is not an interruption in our work – he is the purpose of it. He is not an outsider in our business – he is part of it. We are not doing him a favor by servicing him – he is doing us a favor by giving us an opportunity.” – Mahatma Gandhi



Personalize & Customize the Experience

Use the Guest's Name - Observe - Listen Empathetically - Make Recommendations

“The goal of a company is to have customer service that is not just the best, but legendary.”
- Sam Walton



Service in Herb n’ Kitchen Style

“Quality in a service or product is not what you put into it.
It is what the customer gets out of it.” – Peter Drucker