

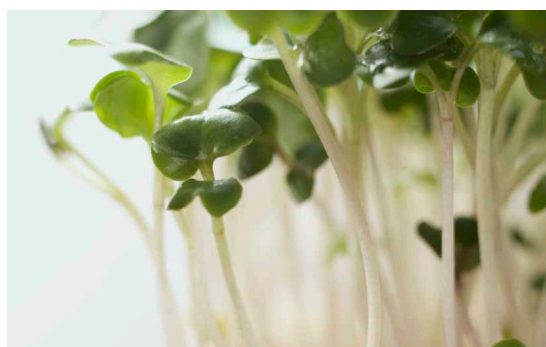
SERVICE IN HERB N' KITCHEN STYLE

Things to Remember – Team Two



HERB N' KITCHEN

— NEW YORK CITY —





SERVICE IN HERB N' KITCHEN STYLE

Things to Remember – Team Two

“The guests’ perception of our service is two-parts how we make them feel and one-part how we made them think.”

First Impressions

Your Look

Appearance matters! People will make a judgment about what is inside by what is outside! A well-kept, proper uniform and neat and clean grooming communicates a great deal to our guests.

Expression

Your positive, sincere facial expression is very important! A great deal is communicated through a warm smile...or the lack of one!

Words

When the words you use are overly scripted, they sound insincere and cold. There are always things we need to say, but we need to say them sincerely. Slang, shop talk and inappropriate language are never acceptable.

Voice

Your voice is important as well! Being overly loud or overly quiet can leave a negative impression on our guests. Use appropriate tone and volume to fit the situation and the guests’ demeanor.

Body Language

Our body language communicates a great deal. Your best words won’t fool anyone. A closed, uncaring, bored, disinterested stance or approach will undo anything you say.

Attitude

This is the most important aspect of a first impression. Attitude makes all the difference, and it is uniquely YOUR choice! Choosing the right attitude is often not easy. Ask yourself: Will your demeanor, approach, delivery, or message serve you well? If not, change your frame of mind!

Final Impressions

- Always ask the guest if they need anything else. “Can I offer you anything else today?”
- At the end of each interaction with the guest, invite them back and wish them well. “Thanks for coming by today. We hope to see you again. Enjoy your day!”

Personalize & Customize the Experience

Use the Guest's Name

Use the guest's name whenever possible, within reason. This is an excellent way to make the experience feel customized.

The Power of Observation

Bringing great service to our guests is truly special when we observe a guest need, or an opportunity to make an emotional connection, and we just DO IT! In order to do that, we must be good observers! What is the guest communicating with their words, their appearance or body language?

Traditional service is PASSIVE, based on closed-ended questions.

Herb n' Kitchen Service is INTERACTIVE, based on interaction.

Delight our Guests

Our goal is to have a positive impact on sales, but only in ways that are consistent with our Brand Pillars of Fresh, Relevant and Comfortable. Making great suggestions and recommendations as part of friendly dialogue changes ‘selling’ into ‘delighting’ our guests. Remember, we must be knowledgeable of our food and the menu if we're going to properly educate our guests.