



Store:

Trainer:

Signature Service

Module

2

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This training material contains standards and procedures for the Shakey's system that relate to the Shakey's brand, specifically the quality of the products that the public associates with the Shakey's brand, other content is in the nature of advice and suggestion as to operations. You should consult with the Manager on Duty or the Franchise owner if you have questions about restaurant operations. For training use only. All Rights Reserved © 2014 Shakey's USA, Inc

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Shakey's® Signature Service

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Introduction

At Shakey's® we present an environment that delivers **hospitality** and gives our guests an experience that is customized to each guests' needs and wants; whether it's enjoying our Bunch of Lunch, celebrating a team event or birthday; we make sure each guest experience is unique to their needs.

A restaurant experience can basically be just a series of interactions. However, at Shakey's® we provide a unique experience at each point of interaction with our guests through our ***Signature Service Sequence***.


Shakey's® Signature Service Sequence

Shakey's® Signature Service Sequence outlines the "touch points" for each guest interaction; some possible behaviors and initial language to facilitate the interaction. However, it is important for each Team Member to put their personal flair and hospitality into each interaction and to create memorable, customized guest experiences.

Shakey's® Signature Service should be a **seamless sequence** of "hand-offs". Every Team Member from a Dishwasher to the Dining Room Attendant is equally responsible for our Signature Service, not just the Cashier, Food Runners, or Managers.

The 9 Steps of Guest Service and Selling Sequence

1. The Shakey's® Signature Service begins with our Cashier, but each Team Member should know how to provide great Signature Service to each of our guests.
 - a. A Cashier is the leader of the service standards and actions. A Cashier must always be upbeat, positive, welcoming, and fully interacting with each guest and Team Member.



9

Shakey's Steps of Service

1. **Smile** 😊
2. **Make Eye Contact**
3. **Welcome:** "Welcome to Shakey's®. How may I help you?"
4. **Listen** carefully and give the guests your full attention.
5. **Suggest** an appropriate additional item.
6. **Repeat** Back their selections.
7. **Ask:** "Will that complete your order?" (Not, "is that all/it?")
8. **Inform** your guest of the total for their purchase and direct them what to do next, food delivery, beverage tower, key call system, etc. and **circling the "Bounce Back" item** on receipt.
9. **Thank** them for joining us. "Bye thank you for coming, have a great day, see you soon!"

Steps of Service Details

1. **Smile**
 - a) A smile acknowledges the guests and lets the guest know you are ready to assist them. It says, "I'm so glad you are here and will ensure you have a great Shakey's® experience".
 - b) Team Members should know how their smile lights up the restaurant and welcomes our guests. They may want to practice smiling at the mirror saying "Welcome to Shakey's®".
2. **Make Eye Contact**
 - a) Making Eye Contact lets guests know you "see" them. Everyone loves recognition and a smile with your eyes and mouth, welcomes and recognizes.
3. **Welcome**
 - a) "Welcome to Shakey's®. How may I help you?" (Not "May I take your order?" or "Next Guest in line...")
 - b) "What are you going to enjoy today?"

If the guest is a regular, you can say:
 - c) "Welcome back Mr. Jones. Are you going to have your usual buffet today?" (Never assume a regular order is what a guest wants each time, but showing a guest you

remember their order makes them feel special and they will want to return again and again for Shakey's® Signature Service.)




4. Listen

- a) The highest compliment you can give someone is to listen.
- b) Listening means "being there", hearing what our guests are saying, and not saying, about what they want. Listening gives you a chance to pick up clues and cues for creating a unique Shakey's® experience. Listening gives you a chance to learn things about the guest's reason for being at Shakey's® (birthday, anniversary, sports event, fund raiser, etc.), how many are in their group, what food items they are in the mood to enjoy, etc.

5. Suggest

- a) Offering ideas to our guests for additional items or beverages or "up-selling" on an order not only increases sales, but gives the guest a better experience or even a more cost-effective total for their purchase.
- b) Suggestive selling is the art of gently persuading a guest to enjoy the Shakey's® experience even more with items that will appeal to and compliment their order or occasion.

There are three types of guests who visit Shakey's® each day:

 <p>"Regular guests"</p>	<p>"Regular" guests are the ones who come to Shakey's a few times per week and usually have a favorite order. Sometimes a reminder of drinks may be appreciated, otherwise, knowing the "regular's" order is the best way to "sell" to this guest. Knowing what "the usual" is for this guest is, can be the difference between a cashier/order taker and a CASHIER. Don't forget to offer new or promotional items for a change of pace.</p>
 <p>"Occasional Guests"</p>	<p>The "Occasional" guest generally knows what they want but may be looking for a few suggestions for toppings, side orders or specials. You may be able to "up sell" a larger size pizza, chicken, or salad bar. This guest should hear about new products during the order taking process. This often gives them an idea for future ordering and may increase the opportunity for more frequent visits.</p>
 <p>"New to Shakey's guests"</p>	<p>"New to Shakey's" guests account for about seven guests in every one hundred. Because they are completely unfamiliar with the menu, extra time and care must be given to ensure that we give them a reason to return. Asking question about group size, ages of children, or the occasion, will assist you in navigating these guests through the menu. This is your fist opportunity to bond with guest. Always offer you name and assistance during their visit. It is also helpful to offer a take-out menu for future reference. This tells the guest you care and want them to be more than just a "one-time" visitor.</p>

Selling and persuading can be easy. Just follow these steps:



Combos, Beverages, Salad, Appetizer and Dessert, Specials, Promos and Party Package

Listening to see if they've ordered Beverages, Appetizers, Salad and Dessert.

Family, Children, Groups, Sport Teams, etc?

Based on their order and amount of people in their group you can suggest additional items or toppings.

Note: Always ask what beverage they want to enjoy with their food selections.

At Shakey's® every Team Member must be thoroughly familiar with the Shakey's® menu, games and prizes. If a Team Member is not certain how to respond to a guest's inquiry, the response should be:

"Please let me get someone who can help you some more."

SUGGESTIVE ITEMS TO COMPLIMENT THE ORDER

PIZZA	MEAL DEALS	LUNCH BUFFET
Extra Cheese, Toppings	Extra Cheese, Toppings	Beverages
Chicken and Mojo® Potatoes	Salads	
Salads	Mojo® Supreme	
Mojo® Supreme	Beverages	
Spicy Chicken Wings		

Suggestive selling is the art of helping a guest enjoy the Shakey's experience even more with items that will go with their order.

Possible Suggestive Selling Phrases

- "If you are looking for [] may I suggest [] for only \$ []"
- "The [] combo is a great deal. It's priced at only \$ [] and is a lot of food for everyone to share"
- "For only \$ [] you can add a [] and save \$ []"

6. **Repeat (with enthusiasm!)**

- a) Repeating back a guest's selections ensures that your listening and suggesting skills were working at full capacity and that the guest is in agreement with the order. Repeating back should be done with an upbeat, enthusiastic tone; not just a monotone exercise that gives the impression of not really engaging with the guest and their enjoyment of Shakey's®.

7. **Ask**

- a) Always ask the guest "What else may I get for you?" (NOT, "Is that it?" or "Is that all?"). This gives you and the guest an opportunity to add on additional items that they may have just seen or decided to enjoy.

8. **Inform**

- a) Inform the guest of the total for their purchase (**Remember:** call them by name if they pay with a credit card; makes them feel important and special) and direct them to the next steps of Shakey's® Signature Service Sequence (beverage tower, buffet, food service, etc.).
- b) Be sure to provide the guest with their copy of the receipt and the accompanying order number table card.
- c) Please instruct the guest where to place the order number card on their table and inform the guest that we will be pleased to serve their food at their table for their convenience.

9. **Thank**

- a) Of course, always thank our guests for coming to Shakey's®. Create your own gratitude statement as appropriate to that interaction with the guest ("Enjoy those Chicken Wings and fresh salad!", "Happy celebration! We're glad you're here!", or just simply "Have fun!" or "Enjoy!").

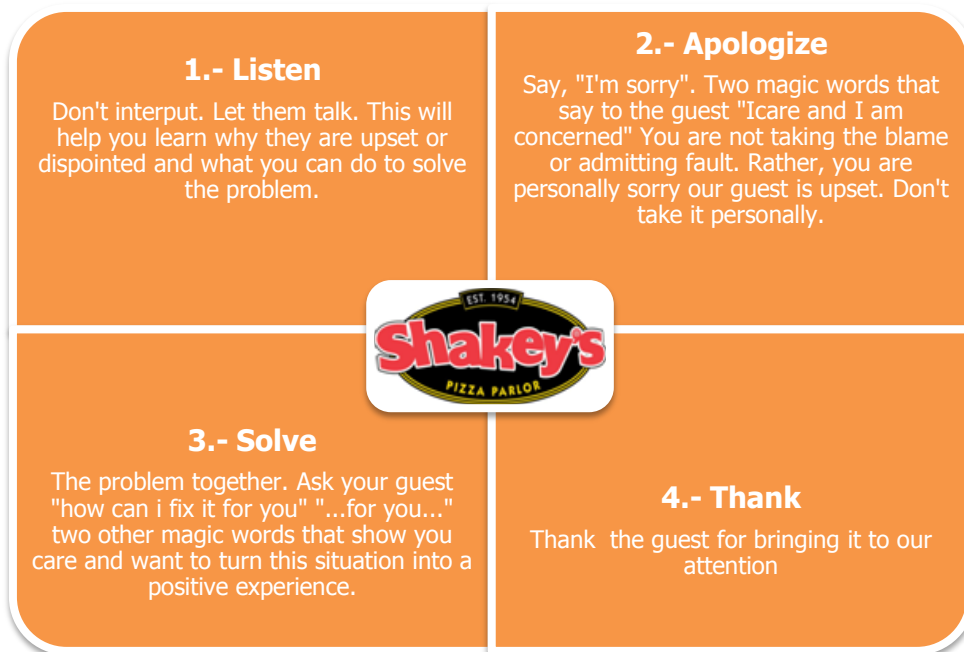
Guest Resolution

Part of the Shakey's® Signature Service is Guest Resolution. Generally, our guests are pleased with their Shakey's® Experience; however, in the following situations it is necessary for you and your management team to turn a disappointed guest into a satisfied guest:

- Unhappy, disappointed Guests.
- Guests not happy with their order.
- The order is not what they selected.
- Their food is delivered to them too slowly.
- The buffet doesn't have the food they want.
- The bathrooms are messy.
- They want an extra discount.
- They want to use an expired coupon.

If you can handle the problem, instead of calling management, the guest will be appreciative because their concern will have been resolved faster. Of course if you aren't comfortable, call a member of the management team to help you. The quicker the problem is solved, the better chance we have of making sure the guest comes back.

It is important to follow L.A.S.T. when assisting an unsatisfied guest:



Below is a breakdown of the Team Member Signatures Service for both the Lunch and Evening Shift:

Signature Service Sequence

Lunch

Service Sequence	Primary Job	Signature Language/Guest Touches
1. Managers	<p>Primary: Oversee all parts of service sequence Back-up team members as needed Host/greeter throughout the restaurant.</p>	<p>Language: "Welcome to Shakey's®." Observe guest party size and make-up customize questions around the group. Move throughout dining/game room interacting with guests/kids.</p>
2. Telephone Service	<p>Primary: Answer telephone promptly Process guest selections Provide directions to the restaurant Direct guest caller to manager as needed</p>	<p>Language: "Thank you for calling Shakey's®-how may I help you?" Suggestive selling- specials/promotions</p>
3. CASHIER	<p>Primary: Take guests' selections Suggestive selling of appropriate items Count change back Provide service ware Answer telephone Alert bartender when necessary Direct guest to the bar/tower for beverages Secondary: Maintains cleanliness and organization of POS area Restock flatware, cups, plates, etc. Sweep kitchen</p>	<p>Language: "Welcome to Shakey's® – How may I help you?" Suggestive sell-item of the day or week- "How about a glass of beer or wine?" "Nice to see you again" "Have Fun!" "Enjoy your meal" "What else can I get for you?" Alert manager when the line is out the door or delayed</p>
4. Bartender service - manager	<p>Serve and deliver Ticket tracking</p>	<p>Friendly, fast service Suggestive Sell-"Have you tried our special beer?" Mark the alcohol ticket</p>
5. Buffet-Guest self service	<p>Guest serves self including beverage except for menu items to be delivered by the manager, CASHIER or cooks</p>	
6. Dining Room Attendant	<p>Primary: Interact with guests- (i.e.- deliver condiments, napkins, flatware or plates) Bus dining room tables Secondary: Maintain dining room cleanliness Maintain restroom cleanliness Re-stock condiments</p>	<p>Language: Smile and nod Talk with the guest when possible-"How is your visit to Shakey's®?" Watch tables; respond to guest needs- throughout the restaurant "May I take those plates for you?" "Thank you for coming"</p>
7. Game room attendant	<p>Primary: Interact with guests and kids Help kids with selection of prizes Keep display clean and stocked Keep game room clear/games and floor Restock tickets</p>	<p>Language: Happily interact with kids "What do you think about this prize?" "What games do you like best?"</p>
8. Guest Exit	<p>Primary: All Team Members- Thank guests leaving the restaurant.</p>	<p>Language: "Thanks for coming" "See you soon" "Happy Birthday!" (or whatever the celebration)</p>

Signature Service Sequence

Evening

Service Sequence	Primary/Secondary Job	Signature Language/Guest Touches
1. Managers	Primary: Oversee all parts of service sequence Back-up team members as needed Interact with guests/kids Host/greet throughout restaurant	Language: "Welcome to Shakey's®!" Observe guest party size and make-up customize questions around the group. Move throughout dining/game room interacting with guests/kids
2. Telephone Service	Primary: Answer telephone promptly Process guest selections Provide directions to the restaurant Direct guest caller to manager as needed	Language: "Thank you for calling Shakey's®-how may I help you? Suggestive selling- specials of the week
3. CASHIER	Primary: Takes guests' selections Suggestive selling of appropriate items Count change Answers telephone Alert bartender when necessary Secondary: Maintains cleanliness and organization of POS area and front lobby Restock flatware, cups, plates, etc. Sweep kitchen	Language: "Welcome to Shakey's® how may I help you? "Nice to see you again" Suggestive sell-item of the day or week- "How about a glass of beer or wine?" "What else can I get for you?" "Have Fun!" "Enjoy your meal" Alert manager when the line is out the door or delayed Responsive register service- short guest waits
4. Bartender (high revenue times)	Primary: Serve beverages to guests Interact with guests Secondary: Table touch for glasses-new orders	Friendly, fast service
5. Food Runners	Primary: Deliver food from kitchen to the tables Interact with the guests Secondary: Light table bussing Maintain dining room cleanliness	Same as day touches "Enjoy yourself" "Have fun" "(specific menu item) tastes great-a favorite" "What else can I get for you?"
6. Dining Room Attendant	Primary: Bus dining room tables Maintain dining room cleanliness Maintain restroom cleanliness Interact with guests Re-stock condiments	Smile and nod Talk with the guest when possible-"how is your visit to Shakey's®?" Watch tables, respond to guest needs- throughout the restaurant "May I take those dishes for you?"
7. Game room attendant	Primary : Interact with guests and kids Help kids with selection of prizes Keep display clean and stocked Keep game room clear/games and floor Restock tickets	Happily interact with kids "What games do you like best?" "What about this prize?" "How many tickets do you have?"
7. Guest exit	Primary: All Team Members- Thank guests leaving the restaurant.	"Thanks for coming" "See you soon" "Happy Birthday!" (or whatever the celebration)

Signature Service Touch Points:

Below is a diagram of each guest touch point within the restaurant.



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