

Module 4

Name: _____

Customers look
for a positive
experience.

ufs.com



Happy customers come back for more.

It starts with a
SMILE

A smile lets customers know you
care. We'd like to share our
Customer Service SMILE with you.
It's as simple as 5 steps.

Step 1: **S**uccess starts with me

Step 2: **M**ake your customers smile

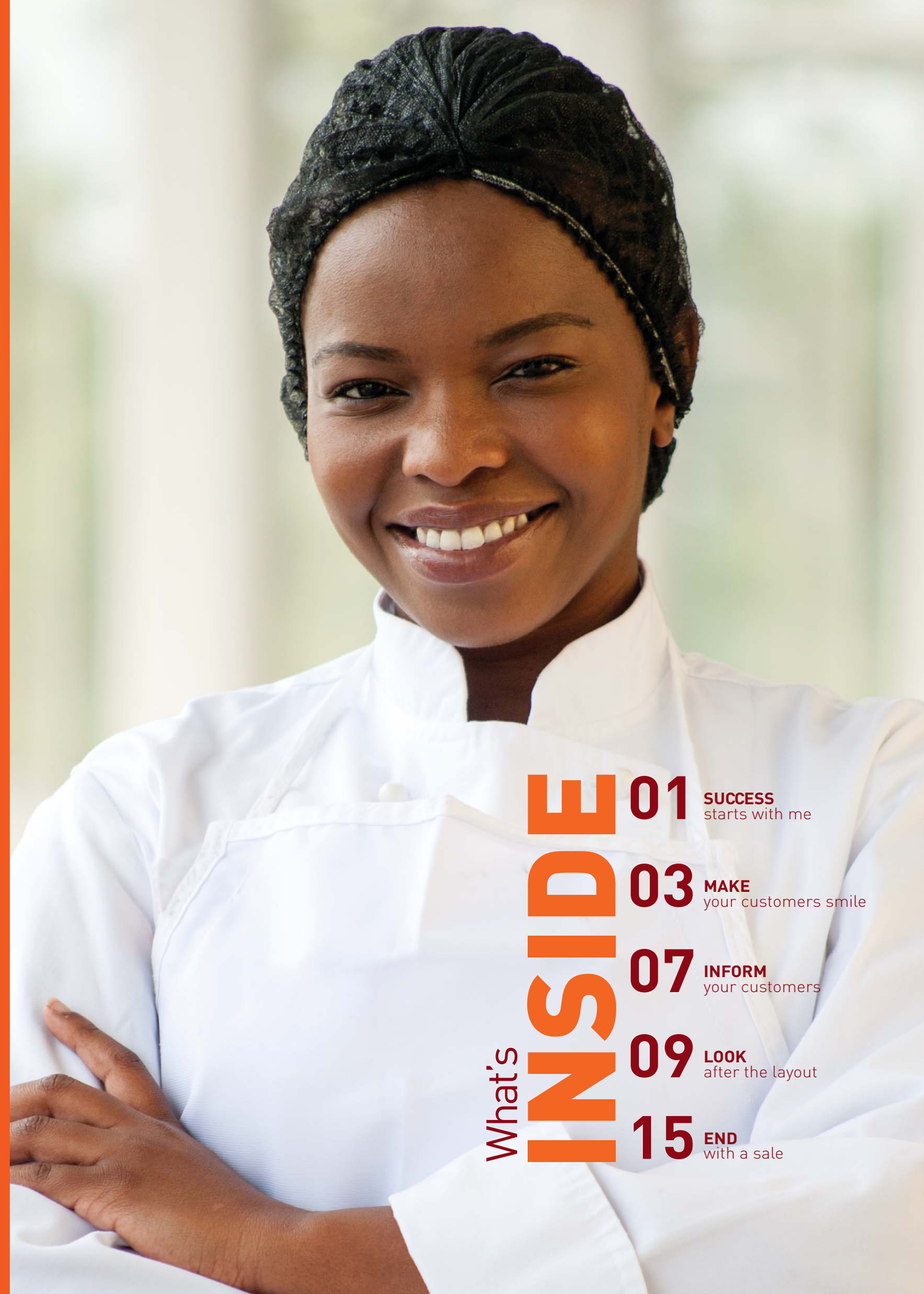
Step 3: **I**nform your customers

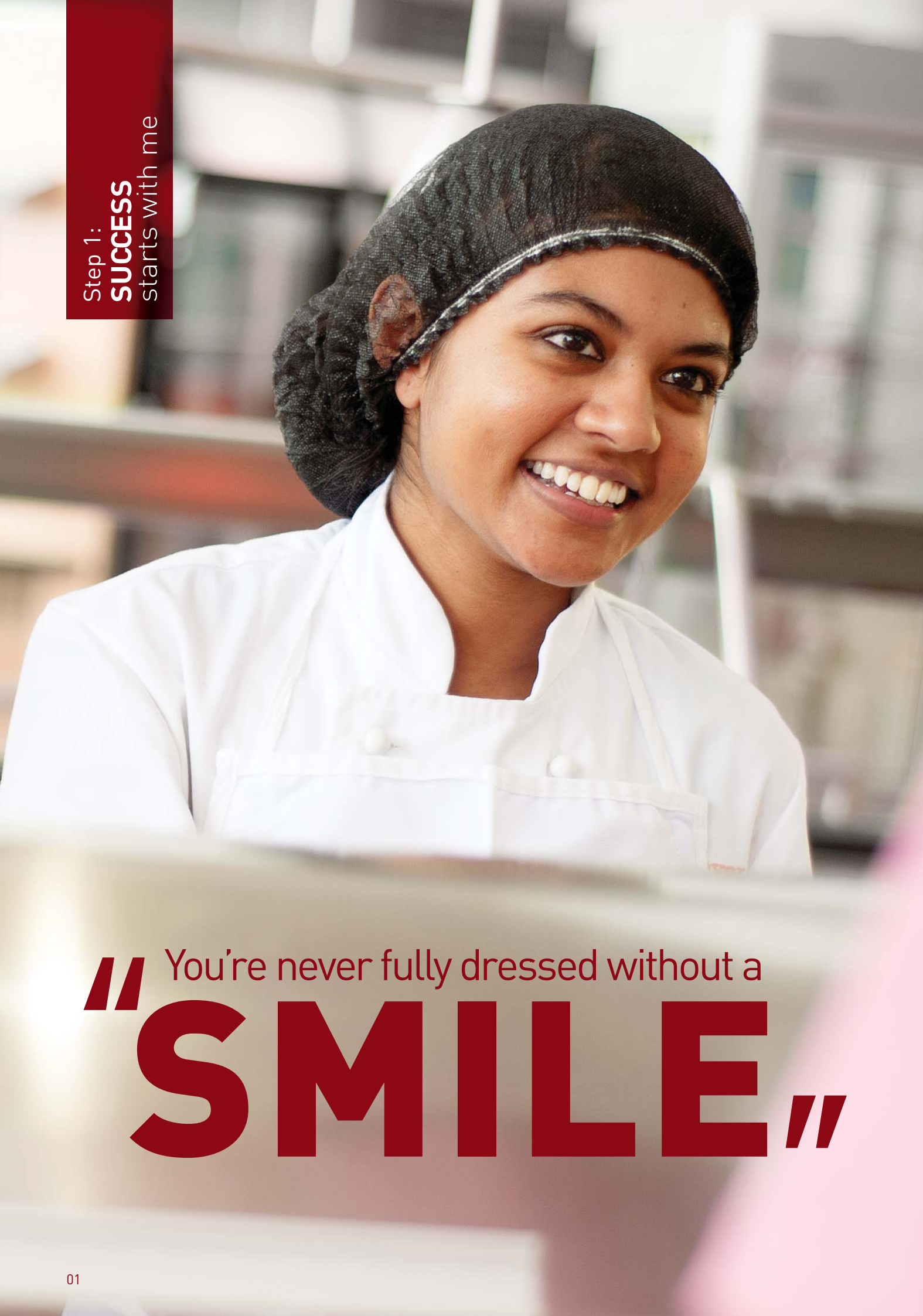
Step 4: **L**ook after the layout

Step 5: **E**nd with a sale

What's
INSIDE

01	SUCCESS starts with me
03	MAKE your customers smile
07	INFORM your customers
09	LOOK after the layout
15	END with a sale





"You're never fully dressed without a
SMILE"

Success depends on how you

THINK, ACT AND LOOK.

THINK

Thoughts and feeling shape attitudes so

- 1** Be confident and positive with customers.
- 2** Think calm, happy thoughts.
- 3** Learn to act happy, however you feel.

ACT

Here are some key areas to pay attention to:

- 1** Patience – don't rush customers. Take your time to understand what they want.
- 2** Listen like you mean it. Give each customer your full attention, look into their eyes and hear what they are saying.
- 3** Confirm that you have understood the customers' request. Especially with food choices and portion sizes.

LOOK

Are you
READY?

Make sure that you are looking sharp before you step out to serve. Here is a checklist to make sure you are all set to serve.

- | | |
|---|--|
| <input checked="" type="checkbox"/> Hands washed | <input checked="" type="checkbox"/> Closed shoes |
| <input checked="" type="checkbox"/> Hairnet on | <input checked="" type="checkbox"/> No jewellery |
| <input checked="" type="checkbox"/> Apron clean | <input checked="" type="checkbox"/> Clean nails |
| <input checked="" type="checkbox"/> Correct and clean uniform | <input checked="" type="checkbox"/> Name badge |



MAKE YOUR CUSTOMERS FEEL SPECIAL.

The most important person in your business is
THE CUSTOMER

- Learn to read customers. Are they rushing on a lunchbreak, or taking their time to browse?
- Listen carefully.
- Ask questions to understand what they want.
- Always be polite and use please and thank you.

What you do is important, but **how** you go about doing it brings the customer back again and again.

CUSTOMER SERVICE IS NOT JUST A DEPARTMENT, IT IS EVERYONE'S JOB.

THEIR SERVICE EXPERIENCE IS UP TO YOU.

Follow these seven steps to build good relationships and turn new customers into regulars:

- 1** Make eye contact and smile. It shows that you're interested.
- 2** Greet and welcome your customers.
- 3** Step forward and let them know you're ready to serve.
- 4** Be quick to solve customer problems – mistakes happen. How you deal with them is important.
- 5** Keep your body language positive. Look sharp and ready.
- 6** Make coming to your deli special. Show you care by the way you listen and talk to customers.
- 7** Thank each customer.

HOW TO DEAL WITH A DIFFICULT CUSTOMER

- Stay calm.
- Listen and understand their problem.
- Offer a solution. If you can't, find someone who can.
- Provide feedback to the Deli Manager.

It's easy to talk to customers when you know

WHAT'S ON OFFER IN YOUR DELI.


WHEAT
ALLERGEN


NUT
ALLERGEN


SPICY


VEGETARIAN


COW'S MILK
ALLERGEN

- Find out about how each dish is made and what ingredients are included.
- Know the names of all the dishes.

- Be able to explain your dishes to any customer.
- Your deli layout and labelling can help to inform customers about each dish.

KNOW THE ALLERGENS IN YOUR DISHES

It is important to know and understand SA's common allergens.

Allergens cause allergic reactions like vomiting and stomach cramps. In serious cases, hospitalisation is required.

In South Africa, these are eggs, cow's milk, shellfish, fish, peanuts, soya beans, tree nuts and cereals (wheat /gluten, rye, barley and oats).

CUSTOMERS EAT WITH THEIR EYES SO CREATE A VISUAL FEAST.

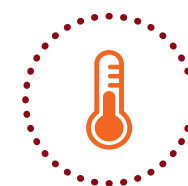


COLOUR YOUR COUNTER

- 1** Mix up colours by placing lighter, brighter dishes next to darker ones.
- 2** Try and place complementary dishes near each other; this may encourage the customer to buy more. For example, curry and rice.
- 3** Garnish must look fresh. Replace any that's wilting.

STEP OUT IN FRONT OF YOUR COUNTER AND LOOK AT IT AS IF YOU WERE A CUSTOMER.

Here is a checklist to get your deli ready...



- ☒ **Are hot and cold counters set to the correct temperatures?**
Monitor the temperatures throughout the day.



- ☒ **Is the counter glass clean?**
Clean regularly throughout the day.



- ☒ **Are all the dishes labelled?**
Label with price, weight, heating or storage instructions and sell-by date.



- ☒ **Are condiments and packaging available?**
Is there enough salt, pepper, spices, cutlery, labels, serviettes and packaging?

THINGS TO REMEMBER THROUGHOUT THE DAY



- Make sure that throughout the day, your counters are looking full, fresh and delicious.
- Change or add to inserts before they look empty or old.
- Wipe the inserts clean while you work.
- Spoon excess oil off stews and curries.
- Freshen up pastas, curries and sauces with a stir.
- Make sure that the edges of your inserts are clean.
- Create a tidy impression by moving clutter off the counter.
- Keep workstations neat, clear and clean.
- Avoid overpacking hot or cold counters.

DRESS TO IMPRESS

A sprinkle of seasoning or a sprig of herbs adds life to any dish. These garnishing ideas are simple and easy to try:



ROSEMARY

Use on grilled meat such as lamb chops, roast chicken pieces, roast vegetables or hot snack platters.



PARSLEY

Finely chop to top casseroles, stews, pastas, rice, cooked vegetables and salads.

Use sprigs for fried fish, grilled meats, sandwiches and hot snack platters.



CORIANDER

Use on curries and peri-peri chicken livers.



MINT

Use mint leaves to garnish desserts.

TOP TIPS

- Remember to only use garnish that is edible.
- Your chosen garnish needs to complement your dish.
- For more tips, refer to Module 3.

HERBS

Herbs add a fresh look to your dish.



Use rosemary for chicken.



Chopped parsley works well with casseroles, pasta and rice.

A shake of seasoning can make a dish mouth-watering!



Robertson's Chip and Potato Seasoning finishes off wedges.



Robertson's Veggie Seasoning makes vegetables look and taste great.

SEASONING

Go from dull to delicious by adding a vegetable garnish.



Tomatoes top off baked dishes perfectly.



Lemon wedges bring life and zest to fish, seafood and chicken.

TOPPINGS

Dressed-up desserts say 'taste me'!



Chocolate gratings top off any dessert.



Fruit and chocolate sauces bring a dessert to life.

SWEETS

SERVE BY SERVING RIGHT.

USING THE CORRECT UTENSILS WILL:

- Create efficiency.
- Help to keep your counters clean.
- Reduce cross-contamination.
- Ensure that all food leaves your deli looking good.

HYGIENE IS KEY

- Use separate utensils for every dish.
- Clean serving utensils regularly.

TONGS



Chicken pieces



Chips

SLOTTED SERVING SPOONS



Rice



Steamed vegetables

SOLID SERVING SPOONS



Creamed spinach



Curries and Stews

LADLES



Sauces



Gravies

LIFTERS



Lasagne



Fried eggs

SERVE UP TO SELL OUT.

We end off our Customer Service guide with some tips on how to increase sales.

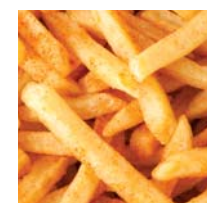
SELL BY SHOWING WHAT YOU KNOW

- Know the 'Special of the Day' and promote it with enthusiasm.
- Know the next day's special. Tempt the customer to come back.
- If a customer asks, 'What is good?' be able to talk confidently about a few dishes.
- Tell customers about any dishes your deli is known for.
- You can recommend meals based on the weather or season. Suggest a fresh summer salad on a hot day; or a warm stew, soup or curry on a cold day.

UPSELLING >>

- 1** Suggest that the customer add something extra that goes well with what they've chosen. We call this upselling.
- 2** Make upselling easier by keeping complementary dishes close together. For example, curry and rice; chicken with vegetables and gravy.
- 3** Place sides such as rice, pasta and potatoes close to meat and vegetable dishes.

CHICKEN



+ Chips



+ Vegetables

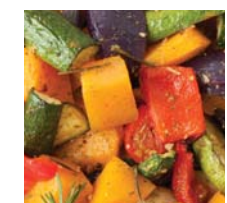


+ Gravy

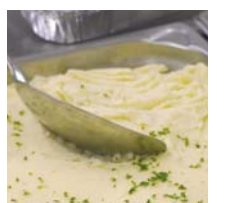
GRILLED MEAT



+ Chips

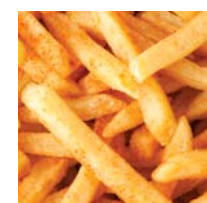


+ Vegetables

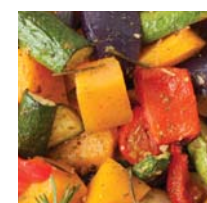


+ Mash

BURGERS



+ Chips



+ Vegetables

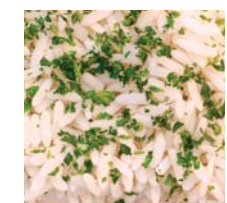


+ Salad

CURRIES & STEWS



+ Pap



+ Rice



+ Rotis

It's that easy...

Success starts with me

Make your customers smile

Inform your customers

Look after the layout

End with a sale

SMILE.



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