THE AQUA GRAND CAFE

# Customer Journey

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This is a guide to help you provide a memorable experience to your guests. Always read, interpret and judge the guests needs,moods, wants and requirements to how they behave. The same approach doesn't always work! Keep a level of pace and urgency that ensures the guest waits for nothing.

Be there beforethe guest asks you for something. Don'tbe afraid or concerned of interrupting your guests at points through the experience, this is your job to enhance the guests experience. Ultimatelybe the show person providing excellence, dedication to the role, building a great relationship with the guests and impeccable sales standards. Keep practicing the noble art of this amazing industry.

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# ON ARRIVAL



The idea is to be engaging, warming and hospitable. Go to the guest, don't wait for them. Be warm and friendly with your approach. Always say hi and how are you. This approach should be adopted throughout the restaurant, greeting guests all the time and really welcoming them into our restaurants and making them feel comfortable.

Tips:

1.If you cant find the bookingjust act calm and take them to a table without letting the guest know you can't find it

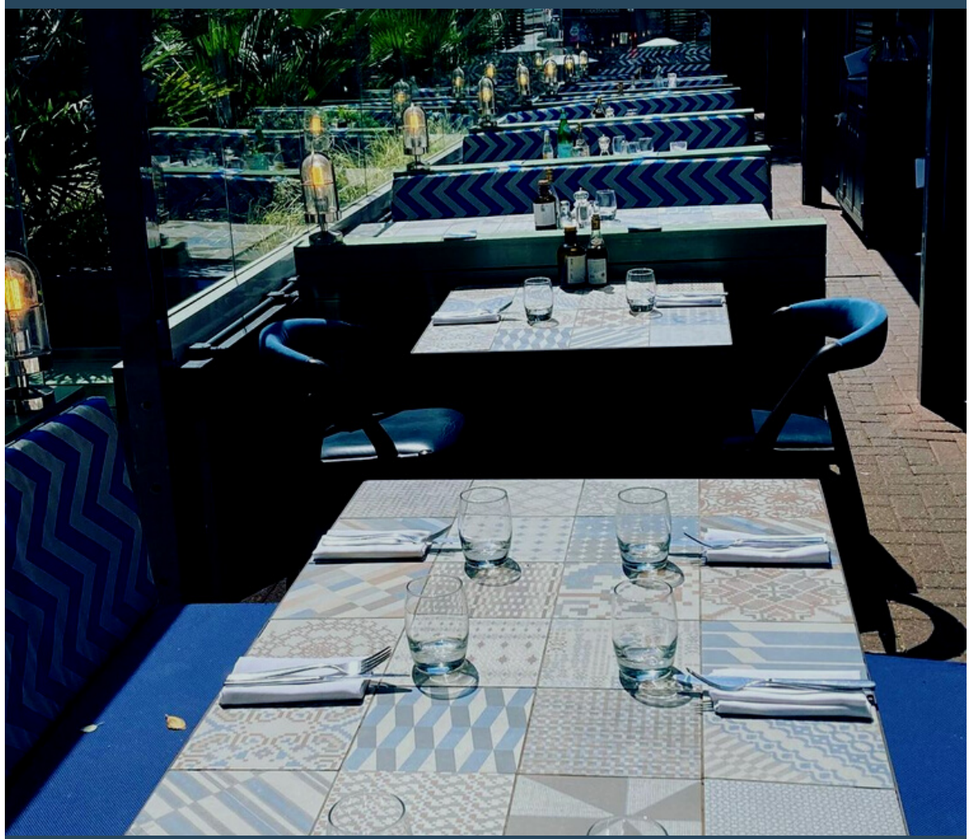
2.Don't be awkward! Be charming, polite and engaging

3.Always talk to your guest as if you have seen them before. A great smile and a lovely to see you again goes a long way

4.You want to make them feel as comfortable as possible, so they are relaxed and spend more in the restaurant!

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# AT THE TABLE



- Once at the table, pull out the chairs for the guests, always pulling the ladies out first

- When sat, place the menus into the guests hands, describing where everything is on the menu so you make the guest feel comfortable about where to find items

- Try and start them off with an aperitif straight away. Some guests might want a drink, beer, prosecco straight away

-Once the guestsare seated the waiter shouldoffer an aperitif straight away. “Can we get you a Bellini, beer, gintonica, prosecco.” If the manager can see that the waiteris busy then step in and help.
Nodding heads and positive bubbly body language will help get a pre-drink

-Automatically go over with filtered Aqua Water and pourfor the guests straight away. Every servicesession, this is a must

-Take the drinks over immediately as soon as they are ready. Do not place the tray on the table, alwayspresent the drinksto the customer from the tray and to the rightof them

Tips:

1.Automatically go over with the filteredwater and pour for the guest. This creates a little ice breaker and way of introduction

2.Read your guest, don’t offer a pint of beer to a personwho doesn’t look like they drink it!

3.Always go large! If someone ordersa spirit or glass of something, your first retortshould be, “a large one?!”

4.Be cheekywith your approachbut again read the situation

5.If you know the guest already, offer their drink of choice before they even ask for it. That is HOSPITALITY! They will love you for it!

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# DRINKS



# TAKING THE ORDER



Take thefood order once thecustomers areready, orwithin 6minutes of them being seated. Repeat the order back to them when they have ordered to confirm that you have it correctly. Do this for every single guest on the table and not at the end. This will avoid any confusion and then if there is a problem with the order you know that you have repeated it to the guest.

•Write the next orderdown in sequence following the ‘fixed point service’ rule and keep all docketswhen the orderhas been taken.

•Offer wine with the meal, if the customersare not sure of what wine to have then please advisethem (see wine training section)

•Always up sell but don’t overdoit! There is a limit.For example if a guest has orderedstarters and has a dish that probablydoes not need a
side order then don’t offer it. This will put them off and make them feel uncomfortable (see up selling section)

•If only mains are ordered offer breads to start as mains on their own will usually take 15 minutes dependingon how busy the restaurant is

•Once the order has been taken and sent to the kitchen via the computer, then this is the time to set the table up with the correct cutlery(see section on mis en place for all dishes)

•There shouldnever be anythingon the table that does not need to be there

Tips:

1.Don’t wait for the customer to pull you over to take the order

2.Always make sure you input your order on the till in a tidy fashion, certainly with steaks at the bottom of the ticket and finishing off with sides at the bottom.

3.If you think they may be waiting a long time, offer bread, olives for them

4.Push through your early tables orders through quickly, to allow better relays and ease the kitchen flow

Take the wine to the table, presenting it to the person who ordered it. Once they have read the bottle,open and pour a small amount into the glass to taste

•Once tastedand ok, pour into the ladies glassesfirst and then the gentleman's,pouring a third of the glass and never a full glass. Always leave enoughroom to swill the wine

•Should the wine not be ok, then explain to the customer that you will get another bottle to try. Always tell the manager or bar manager what you are doingas corked wineswill get sent back to the supplier. It is important to be very theatrical at the table. This is a performance with the wine and not a chore.Make the guestsfeel special, especially if they are not used to tasting or trying wines

Wine and water must be topped up throughout the guests dining experience. The guests should not have to touch a thing. This is what we are here for

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# SERVING WINE



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# STARTERS



Starters should arrive at the table no longer than 10 minutes after ordered. Should they take longerthen please tell the manager

•Once the starters are ready, servethe table ladiesfirst and from the right

•Offer any accompaniments such as black pepper, chili oil or parmesan

•At this stage check any glasses that need refilling or offer more drinks if the guests have run out

•Check that the customers have everything they need, if so, wish them an enjoyable starter

•After a few mouthfulsdo a visual check back to see that everything is ok. Should it not be, take that dish straight back to the kitchen and let the manager know immediately to take controlof the situation

•Just before the starters are finished make sure that the table has been called away via the computersystem. This speedsup the process
and gets the kitchenready. Should it be a very busy service, then use your judgement when to call that table away.If unsure alwaysask the manager

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•Once the starters are finished clear all starter plates and side plates should the guests not want any more bread, always check with them that they have finished their bread before removing the side plates

•When clearing the plates do so efficiently and properly. Do not stack plates on the table. Always make sure that nothing is left on the table that does not need to be there.All that should be left on the table at this stage is the main course cutlery and drinks

Tips:

1.Score underneath the ridge with the blade of the bottle opener a few times to create clear separation of the foil, then score upwards and the foil will come off in a nice clean fashion

2.Position the corkscrew in the middle of the cork with your index finger and use your index finger as a guide to twist the corkscrew in the cork

3.There are no rules for drinking wine! Just be confident with your recommendations. The general rule of thumb is white wine with fish and red wine with meat

# MAINS

From the time the mains have been called away they should arrive at the tablewithin 10 minutes.If just orderingmains it shouldtake no longer than 15 minutes

•Once mains are ready deliver to the table, offer any accompaniments that may be suitablefor that specificdish, such as mustards for steaks, parmesan for pastas, chili oil etc. Again wish the guests and enjoyable meal

•Again, at this stage check drinks

•As before, make sure to check back after a few mouthfuls, but this time make it verbal and ask them how theirdishes are and be specific. Should a dish not be ok, then take it back to the kitchen immediately and consult your manager

•Once the guests have finished their meals, clear like before,checking thatthe customers enjoyedtheir meal

•At this stage nothingfood related shouldbe left on the table, only drinks should be on the table

Tips:

1.Make sure the table is tidy at all times, clear up any spillages on the table from food or drink

2.Keep the table free, clear from clutter and tidy at all times

3.Look out for extratouches to enhanceguest experience, maybethe guest needs an extra plate for putting fish bones on or for sharing, or extra glass to share wine or an extra napkin

4.Keep the pace of the serviceup, urgency is required and critical throughout,don’t lose the tempo

When main courseshave been cleared,always offer the dessert menu straight away. They may not be ready for them but at least they have them and there is no confusion with any other waiters/ress that desserts
or coffees have not been offered

•Again offer the dessert menu by hand

•Once customers are ready to take the order with coffees at the same time

•Ask the question if they would like coffeebefore or afterthe dessert

•Again do the mis en place for that table

•Offer some digestives to go with the dessertsuchas Ports, Dessert Wines, Cognac, Armagnac, Whiskyor even some cocktails

•Once the order has been put on the system they should take no longer than 10 minutesfrom the kitchen

•When ready take overthedesserts presenting the ladies firs

•When finished clear as above and check again that their desserts were to their satisfaction

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# DESSERTS



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•When takingover coffees alwaysremember the sugarand use this opportunity to remove any unwanted glasses, e.g. wine glasses. However, never clear everything off the table. The only items that should remain on the table should be the water glasses.Each customer should have one glass in front of them

•Remember dessertsare the last thing that a customerwill eat in the restaurant and thereforewill be the last impression that the guest will go away with so let's make sure they are very enjoyable

Tips:

1. Don't switch off at this stage, keep up the tempo and pace

This is the difficult stage, presenting the bill, especially if the restaurant is in a hurry!

To speed up the processand to eliminate any confusion between guest and waiter/ress when clearing the desserts use that time to ask if they would like anything else, such as digestives or more coffees,if the answer is no then put the bill on the table saying“Here is the bill for when you are ready.”This is not beingrude but efficient

Just before you place the bill on the table, double check that everything is correct and that there are no mistakes. There is nothing worse than putting a bill in front of someoneand it being wrong. If It is correct then clip it to your recipe card

Always ensure the payment is processed promptly if the customer wants to leave

Always double check the card slip to see if it has been authorised by the bank

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# PAYMENTS & GOODBYE



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A great meal can be ruined if the customerhas to wait a long time to pay

Aim to accompany guests to the door to say goodbye, return any coats they may have and then thankthem and wish them a good afternoonor evening and look forward to seeing them soon

Once left relay the table as soon as possible askingthe manager how many covers it needs to be relayed for

Tips:

1.Don’t be shy in asking for a trip advisor review.Remember, 5* and your name mentioned, you get a bonus!

2.If your credit card machine brings up the gratuity option,please do not give it to the guest,skip that part then give the terminalto the
guest when it just asks for the pin code. We already add a discretionary service charge

3.Always, always thank the guest and say I look forward to seeing you soon, just keep that relationship building going