



Customer Service is the Greatest Thing You Have to Differentiate Yourself from the Competition

by Craig Pendleton – National Foodservice Consulting, Inc.

Your Success is Determined by the Experience and Value You Provide to Your Customers...Executed Properly and Profits will Follow

Food and Beverage operations all serve some form of product. In many cases the product is very similar. Excellent product is necessary to be competitive and allow a business to retain existing customers and attract new customers. This however is not enough.

Think about the last great experience you had in a restaurant. The food and beverage had to be at least good but not necessarily the best you've ever had. What really made the experience? It certainly involved excellent service. Still not enough.... What differentiates the experience is the job the staff does of creating a memorable value-added experience. Where you made to feel welcome, special, did you interact with a manager, did they offer something special, where you made to feel sincerely important as a customer, where you invited back as you left? These are the areas where customer service is differentiated. Add value in relative pricing and the operation stands out.

If you received a thank and further invitation back your experience would be in the upper tier of those in recent visits you've had when dining out.

All of these areas are possible to achieve. Why aren't you doing them now? In most cases you are doing the best you can. This is where a consultant comes in. Consultants can provide hands-on coaching and installation of systems to allow you to stand out in the experiences and value with your guests over all of your competition.

Not all operators will survive in the future. Be a Survivor, Be a Leader, Be the Best

Craig Pendleton is the President of National Foodservice Consulting, Inc. He has worked in the industry for over 40 years in both individual and corporate food service positions for many major industry chains. He has been involved in over 75 new openings and re-concepts. His services are hands-on and onsite to independent operators, chain operators and tribal casinos. Craig is available to assist in your current or upcoming project. Project consulting is available worldwide.

Please review our website for additional information

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