

BMGM4001

International Gastronomy Management

Introduction to Gastronomy

Week 7 - Service Operations



Week 7 Content

- Customer Needs
- Service Methods
- Service Styles

Customer Needs

Why do you visit a Restaurant?

Hungry or Thirsty?



Cheap or Quick?

Meet/Celebrate
with Friends or
Family?

Need variety

Away from home and unable to cook?

Hungry or
Thirsty?

Physiological

Economic

Cheap or Quick?

Meet/Celebrate
with Friends or
Family?

Social

Psychological

Need variety?

Convenience

Away from
home and
unable to
cook?

(Cousins and Weekes, 2020)

Customer Needs

Physiological

Economic

Social

Psychological

Convenience



What needs do you think
McDonald's meets?

(Cousins and Weekes, 2020)

Customer Needs

Physiological

Economic

Social

Psychological

Convenience



What needs do you think a local pub meets?

(Cousins and Weekes, 2020)

Customer Needs

Physiological

Economic

Social

Psychological

Convenience



What needs do you think a Michelin-star restaurant meets?

(Cousins and Weekes, 2020)

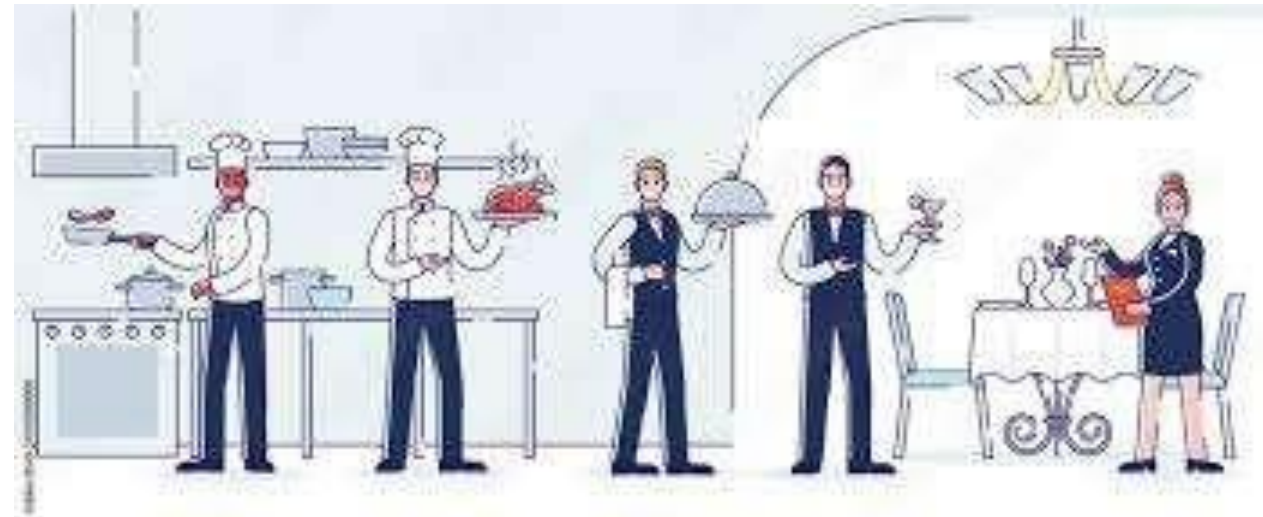
Now that we know what needs customers need us to fulfil, how can we make sure they know our restaurant can fulfil their needs?



Restaurant Service

Restaurant service refers to the act of providing customers with food, drinks, and a pleasant dining experience.

It encompasses all aspects of the interaction between the customer and the restaurant, from the greeting at the door to the final payment of the bill. Good restaurant service is crucial for customer satisfaction, repeat business and positive word-of-mouth.



Service Method vs Style

"Service style" and "service methods" are both terms used in the context of hospitality and food service industries.

Service style refers to the way food is presented and served to guests. There are several common service styles, including buffet, family-style, plated, and French service. Each style has its unique characteristics and involves different levels of guest interaction and involvement.

Service methods on the other hand, refer to the techniques and practices used by service staff to provide high-quality service to guests. Service methods include things like greeting guests, taking orders, serving food and drinks, clearing tables, and handling payments. Effective service methods are essential for creating a positive guest experience and building customer loyalty.

Service methods

Table 1.6 Simple categorisation of the customer processes in food and beverage service

Service method	Service area	Ordering/ selection	Service	Dining/ consumption	Clearing
Table service	Customer enters and is seated	From menu	By staff to customer	At laid cover	By staff
Assisted service	Customer enters and is usually seated	From menu, buffet or passed trays	Combination of staff and customer	Usually at laid cover	By staff
Self-service	Customer enters	Customer selects items onto a tray	Customer carries	Dining area or takeaway	Various
Single point service	Customer enters	Orders at single point	Customer carries	Dining area or takeaway	Various
Specialised or in situ service	Where the customer is located	From menu or predetermined	Brought to the customer	Served where the customer is located	By staff or customer

(Cousins and Weekes, 2020)

Activity: Match F&B Provision to Service Method



1. Table Service
2. Assisted Service
3. Self Service
4. Single Point of Service
5. Specialised Service

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Moodle

Go to Moodle, Theory of Catering chapter 8 – Read to page 226.



References

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