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Customer service training session

Welcome everyone and thank you for being here today.

The objective of this training session is to equip the front of house staff, the techniques to improve customer service and to talk about improving customer satisfaction by improving Service skills.

What do you think about customer service?

How important is customer services to customer experience?

How does it make the guests feel?

What are the good outcome of customer services?

And what are the negative ones?

How would you handle a customer complaint?

We should be able to solve issues that arise, so customers leave satisfied.

Training on customer service is crucial, (Performance in People, 2023).

Improving service skills enhances customer satisfaction and leads to better business performances, July 2024, UKCSI report.

Businesses that train their staff on skills such as problem solving, empathy and quick responsiveness see levels of customer satisfaction substantially improve. Employees that are engaged the most, also perform better, (Parker, 2024).

After a complaint, elevated customer satisfaction can be attained by receiving fast response, transparency and issues being dealt with and solved, (Jaipuria and Pande, 2025).

Have you had any bad experiences at a restaurant and complained?

Have you had any bad experiences and not complained but stopped going to that restaurant?

Consumer complains do not have to be the worst thing in the world as it can be turned into opportunities in retaining customers. If complains are resolved promptly and effectively, then customers like to go on and tell others about the experience, spend more and become loyal to the business, (MacDonald, 2019).

How customer service affects customer experience, (PwC, 2022).

Listening to the customers.

It is not just hearing the words, but the process of interpreting it, understanding and responding, after evaluating it. Listening effectively, with empathy and resolving conflicts, (Farmer, 2025)

Customer experience leads to customer retention, (Pexocore.com, 2024). A study found that staff retention increases with better employee skills, (St Hatidja et al., 2025).

Customer retention makes a business successful, (Cobbai.com, 2024).

Customer service is about making the customers feel happy and comfortable with the experience you offer before, during and after service, (Clover HR, 2022).

What is the importance of customer service in the hospitality industry?

- A team offering exceptional customer service will attract customers and retain them, (Herrity, 2023).
- Thinking of two different restaurants to go to, which one might be a better option if one had good customer service and the other did not. Usually the one that makes people feel welcome would be the popular choice.
Customers will pay more to a business if the service is better, (Stattin, 2025).
- Excellent customer service grows customer lifetime value, this is how much a customer generates to a company throughout the entire duration of that business, (Amaresan, 2023).
Happy customers make positive recommendations
- Poor service leads to bad reputation and loss off business, (ThinkSecure Network, 2021).



Image - (Restaurant, 2015)

Customer Psychology

Understanding the psychology of how customers think and feel can be key to delivering excellent service.

- Understanding, not all customers have the same needs. Some might prefer a speedy service while others may prioritise personal connection.
- A welcoming atmosphere can be created with music, décor and ambiance.
- Communicating effectively. Listening, responding and handling complaints with professionalism.
- Behaviour is affected by social influences and persuaded by societal norm. Displaying positive reviews will reassure new customers and engaging with local food bloggers and influencers can build credibility.

These strategies should be used to boost customer service with the information, (Helpsquad.com, 2024).



Different types of customers

- First time customers
- Impulsive customers
- Good deal customers
- Angry customers
- Loyal customers, (Ribble, 2022).

What do different types of customers expect?

What customers really need

- Personalisation, customised experiences.
- Empathy, feeling valued and understood.
- Efficiency, effective and quick solutions.
- Transparency – Clear, honest communication, (Ready Training Online, 2020).

Explain how to identify customer needs through observing and communicating.

Customer's needs are practical requirements and emotional desires.

- People get hungry
- They decide to get food

Image: (Istockphoto.com, 2025)



Factors that influence how these needs are met:

- Location, with friendly atmosphere
- Cuisine, arranged and presented neatly and beautiful to look at
- Quality of food should be fresh and tasty
- Service, with employees there to help throughout.

(Author, 2024).

Image, (At, 2021)



Actively listening skills

As service is a factor that influences how these needs are met, it plays an incredible role in the success of the business.

- Pay full attention to the customer.
- Acknowledge their feelings, and show empathy.
- Ask specific questions to ensure you understand the issue fully.
- Verify understanding before replying.



Image -
(Maryville University, 2021)

Challenges can be turned into opportunities

Ask employees what they would do if a complaint is brought up.

- Don't take things personally and stay calm.
- Show your understanding of the situation and their frustration.
- Offer solutions with options.
- Ensure the guest is happy with the solution.

Group discussion, on past customer interactions. Issues and how they were resolved.

Customer was promised a specific delivery time, which the team couldn't meet due to unforeseen circumstances.

Instances like this, staff need to:

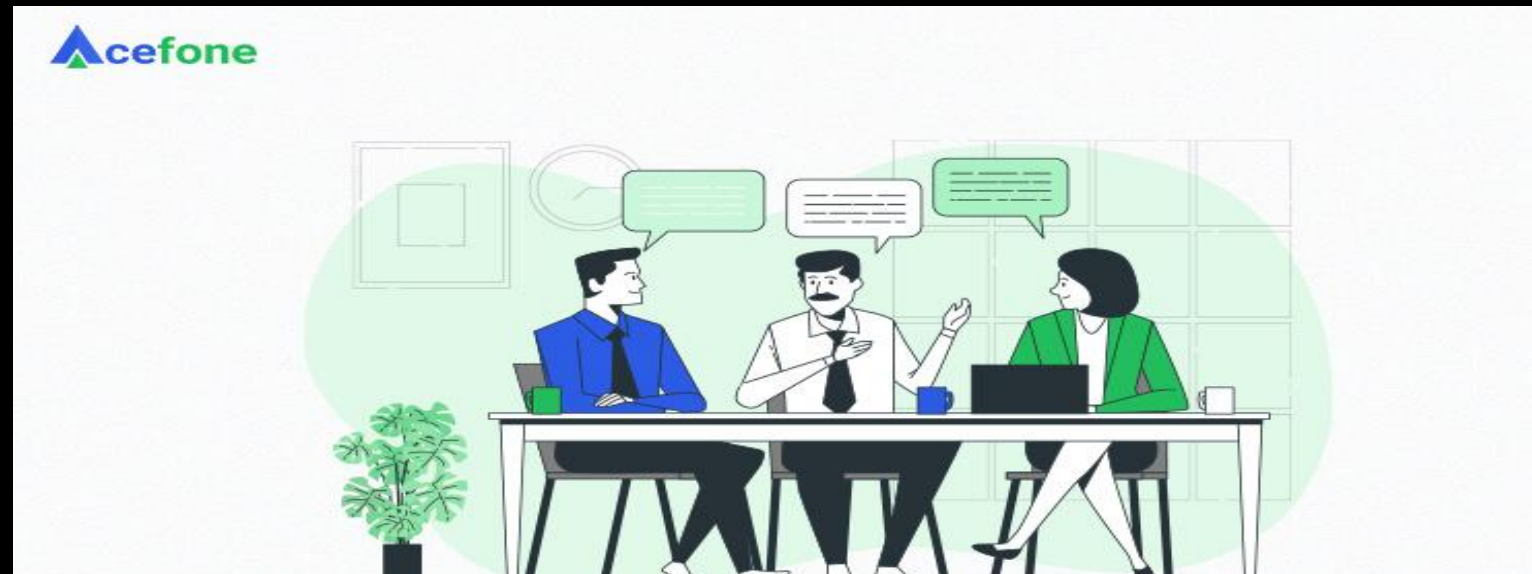
- Acknowledge the mistake immediately and offer sincere apology.
- Give clear explanation of what went wrong.
- Offer a solution, e.g. discount on next order.

Taking responsibility, owning the problem and offering quick resolution turns a lost customer into a loyal one, (Author, 2024).

EFFECTIVE COMMUNICATION SKILLS

- Verbal communication, is a crucial skill to communicating with guests, (Acefone, 2023).
- Using positive tone and language
- Active listening
- Etiquette phone interaction
- Non-verbal communication
- Body language, eye contact, posture
- Smiling and creating a welcoming atmosphere

Image-(Acefone, 2023).



Knowledge of the product

It is important to know and understand the product, service, menu and dishes in detail.

- Knowing the ingredients, preparation methods and allergen is crucial.
- Know the latest updates and changes.
- Give clear explanation when asked about the product.
- Ensure you know where to find information you get asked about and be helpful.



Image - (Shutterstock, 2025)

Guests want to know, not only about the food but the culture and history behind Indian food.

Telling the back story on culture and spices captivates the guest's interests, (Thandi, 2022).

Image: (Lisovskaya, 2025).



Customers are intrigued by stories of the restaurant's origins, culinary journey and history of family. The guests would be interested to know about how the owner and the family of the Shukran Indian restaurant have culinary heritage that connects them to their culture, and traditions, (Nikhar Vishwakarma, Jaiswal and Verma, 2025).

They grew up as children in the rich culture of diversity of languages, religions, music and customs where they originally came from. Strong emphasis was on family values and family ties as well as community bonds. People, friends and families would not eat alone they will all sit together and enjoy not only the food but the social aspect of it too, (The Business Standard, 2022).

It is about the recipes, the techniques, ingredients and the social aspects where sharing meals with family and friends are a big part of the culture. Food is a huge part of celebrations and festivals, (Google Books, 2020).

Conclusion

In conclusion the customer service training will equip any team with tools and strategies to enhance customer experience at the restaurant. By focusing on the matters that have been discussed such as listening with empathy, effective problem solving, interactions that are personalised, lasting customer loyalty can be fostered. Feedback should always be monitored, and these skills should be reinforced.

Quiz

1. A customer complains about food taking too long. What is a good response?

- A] "We're extremely busy sorry."
- B] "Let me find out what's happening."
- C] "It will be served when it is ready."
- D] "You should have ordered faster".

2. A customer is worried about allergies and asks about ingredients in a dish. What do you do?

- A] Guess the ingredients.
- B] Explain to them you do not know.
- C] Check with chef or manager and give accurate information.
- D] Tell them allergies are not serious.

3. Over the phone, what is the most important thing to do?

- A] Put them on hold.
- B] Offer assistance after promptly answering.
- C] Say "hello"
- D] Sound bored so they know.

4. A customer complains their food is not cooked properly.

A] Tell them it is cooked.

B] Tell them it is always done that way.

C] Apologise and offer to have it cooked again.

D] Put the blame on the chef.

5. What should the restaurant do when a customer writes a negative review online?

A] Ignore it.

B] Give a defensive answer.

C] Publically argue with the customer that gave the review.

D] Apologise to the reviewer and offer to solve the issue.

Answers

1] b

2]c

3]b

4]c

5]d

Customer complaints can be inevitable but dealing with and solving issues makes all the difference in a business.

Thank you very much for your time.

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