Guest Service Excellence

Today's Goal:

We will cover **why service drives our business**, **fan feedback and OSAT, guest recovery, building repeat business, leadership and action planning!**

Smith Dairy Queens, LTD.

Why Guest Service Matters

What do our Fans actually control?

More than you might think.

Smith Dairy Queens, LTD.

What Do Our Fans Control?



Every one of these starts with a Fan choosing to walk through our door.

Smith Dairy Queens, LTD.

What is The Lifetime Value of a Fan

$600

One regular couple, visiting twice a month at $25/visit — in a year, at a single restaurant

$22,800

If every one of our 38 restaurants keeps just one couple like that — combined annual sales

It's critical that we keep our Fans coming back — one loyal regular is worth far more than a single visit.

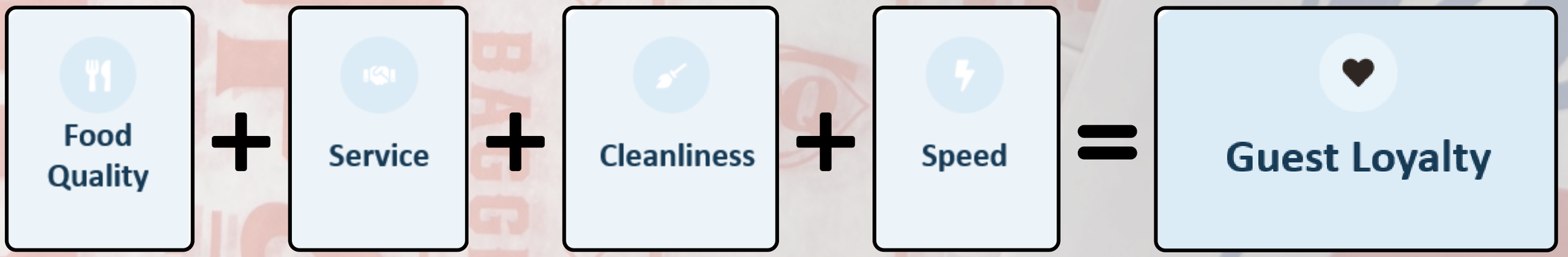
Smith Dairy Queens, LTD.

What Do Our Fans Expect From Us?

- **Be Friendly:** Friendly service and genuine hospitality every visit
- **Be Fast:** Move with a sense of urgency
- **Be accurate:** GATOR. Get my order right the first time
- **Be clean:** From the parking lot to the back of the kitchen
- **Be fresh:** Great ingredients. Hot food hot and cold food cold

Smith Dairy Queens, LTD.

The Fan Experience Equation



Smith Dairy Queens, LTD.

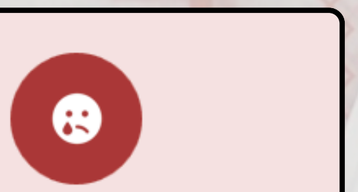
Every Fan Leaves With an Opinion



"I'll definitely come back."



"Maybe I'll come back."



"I'm not coming back – No way!"

Our job is to move every Fan toward the left - every single visit.

Smith Dairy Queens, LTD.

What is the Cost of Poor Service

- **Guest complaints and decreased Team morale**
- **Bad reputation in our communities. Trickle down**
- **Increased manager comps and wasted food**
- **Lower sales, lower profits, lower salaries, lower bonuses**

Most unhappy Fans never say a word. They just stop coming back

Understanding Fan Feedback

Fan Feedback is the voice of our guests

— let's learn to listen to it

Smith Dairy Queens, LTD.

Why Surveys Matter



They help us measure performance:
We can see how we're really doing, store by store. By day of the week and by daypart.



They help us identify trends:
We can spot patterns before they become problems.



They help us recognize success:
We can celebrate what's working and who's driving that success



They reveal opportunities:
We can find the fastest path to a better guest experience.

Smith Dairy Queens, LTD.

What is OSAT anyway?

OSAT (Overall Satisfaction) is the score our Fans give us on Fan Feedback surveys — our clearest read on how we're doing.



Company goal: 77%+ — that's the line we're all working to stay above.

Smith Dairy Queens, LTD.



What trends are you seeing in your fans' comments at your store?

Take 2 minutes at your table, then share one recurring theme with the group.

Smith Dairy Queens, LTD.

Common Positive Comments

- Friendly team
- Fast service
- Fresh food
- Clean restaurant

Smith Dairy Queens, LTD.

Common Negative Comments

- Slow service. Long wait time in Drive-Thru
- Order messed up/ Order accuracy
- Rude service by an employee or MANAGER
- The app is not working, and no one could help

Smith Dairy Queens, LTD.

If You Think About It, a Complaint Is a Gift

A complaint is a second chance to recover and retain a guest.

Fans who tell us something went wrong are giving us a chance the silent ones never do.

Smith Dairy Queens, LTD.

Guest Recovery

Complaint → Recovery → Loyalty.

This is where BLAST comes in.

Smith Dairy Queens, LTD.

The BLAST Model

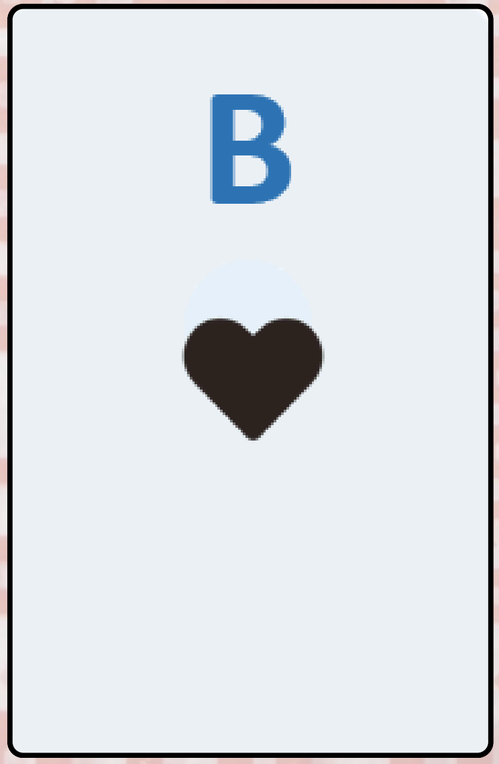
Five steps to turn an unhappy Fan into a loyal Fan

B	L	A	S	T
				

Smith Dairy Queens, LTD.

Believe

Assume the guest is telling the truth.



- Believe this is how they feel about the situation; think about the issue as if it were happening to you
- The Fan is telling you about the situation from their perspective. It is their truth
- It is not personally directed at you. Don’t be defensive.

Smith Dairy Queens, LTD.

Listen

Allow the guest to explain without interruption.

L



- Really listen and hear what the Fan is saying to you. What's the concern?
- It may be difficult not to interrupt. Wait until the Fan is finished speaking. Let them get it all out so you fully understand the situation
- Focusing on the Fan = eye contact, ask questions, be kind and respectful, show empathy

Smith Dairy Queens, LTD.

Apologize

Acknowledge the experience and show empathy.

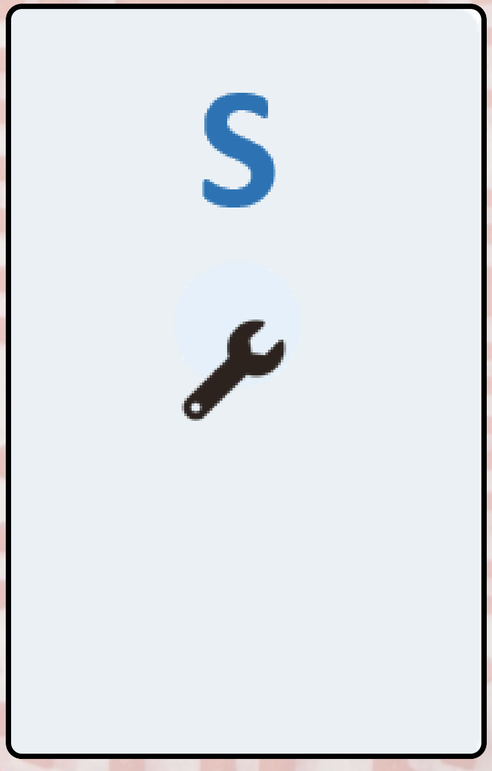


- Apologize sincerely for the disappointment/frustration. The Fan should know that you mean it.
- Don’t make excuses. The Fan is not concerned about why it happened or who caused it. They just want it fixed.

Smith Dairy Queens, LTD.

Satisfy

Fix the issue quickly and completely



- Offer an acceptable solution. Make it Right. Go above and beyond. If fries are cold you might replace the entire meal because not the burger is cold too.
- Continue to focus on the Fan. Don’t be distracted by others. Maintain a positive attitude and demeanor, even if you think the Fan can’t see or hear you.

Smith Dairy Queens, LTD.

Thank

Thank them for giving us the chance to make it right.

T



- **Thank the Fan for sharing their concern and for giving us the opportunity to make it right. Don’t be afraid to ask them if their issue has been resolved – Most often they’ll tell you.**
- **Invite the Fan to return.**

Smith Dairy Queens, LTD.

YOUR TURN!

ROLE PLAY TIME!

No pressure. No acting talent required.
Just be real, use BLAST, and have a little fun.

Smith Dairy Queens, LTD.

Building Repeat Business

Create Fans who return again and again

Smith Dairy Queens, LTD.

The Three Drivers of Sales Growth

1

Get more Fans to walk through your doors

2

Get the Fans you have to spend more money

3

Get your Fans to come back more often

Visit frequency is the one that great Fan service influences the most

Smith Dairy Queens, LTD.

How can we Increase Visit Frequency?

Be consistent
Give every Fan the same great experience, every visit.

Show real Hospitality
Make every guest feel genuinely welcome.

Recognize them
Notice your regulars and make them feel known/special

Offer a Great Recovery
Turn a problem into a reason to come back.

Smith Dairy Queens, LTD.

Creating Memorable Experiences

Small actions will create lasting impressions on our Fans.

A remembered name or a genuine thank-you can matter more than a perfect order.

Smith Dairy Queens, LTD.

Managers Set the Tone

Culture follows leadership - what you model, your team repeats.

Smith Dairy Queens, LTD.

What Great Managers Do

Be Present with your Fans
Be visible where guests are, not just the back of house.

.

Talk to their Fans
Ask how the visit went — and really listen.

Coach Hospitality
Model and reinforce it in the moment, every shift.

Recognize Success
Catch great service and call it out publicly.

Smith Dairy Queens, LTD.

Recognition Drives Results

Catch people doing things right.

“What gets rewarded gets repeated.”

Smith Dairy Queens, LTD.

What behaviors should we recognize more often?

Take 2 minutes at your table, then share one behavior you want to celebrate.

Smith Dairy Queens, LTD.

What is one thing you will try to improve when you get back to your store?

Write it down. Be specific

Smith Dairy Queens, LTD.

Key Takeaways



Service Drives Sales
Every interaction affects the bottom line.



Fan Feedback Matters
Fan Feedback tells us where we need to focus.



Recovery Creates Loyalty
Using BLAST can turn complaints into repeat visits.



Leadership sets the Standard
Culture follows what managers model.

Smith Dairy Queens, LTD.

We don’t just serve food.

We create experiences.

Experiences create Fans.

Fans create growth, and growth creates opportunity for all of us!

Smith Dairy Queens, LTD.

Thank you, everyone for your attending, participating and giving this training your all!

Does anyone have any questions?

Smith Dairy Queens, LTD.