

the Art of Engaging

Always make eye contact with those we serve and our fellow team members. Be engaged with others by providing undivided attention and actively listening.

Our eyes express our emotions. Make a genuine effort to show others respect, warmth and appreciation with appropriate eye contact.

Creating an exceptional customer experience is an art and each element, including eye contact, helps to paint the scene.

“Instead of focusing on the competition, focus on the customer.”

- Scott Cook, Co-founder of Intuit, a leading technology company



set **High standards**
express **Empathy**
show **Respect**
display **Optimism**
be **Effective**
find **Solutions**



AVI FOODSYSTEMS^{INC}
THE FAMILY DIFFERENCE IN HOSPITALITY SERVICES

May
2019

COMPLETE THE FOUR ACTIVITIES FOR THIS TOPIC THROUGHOUT THE COURSE OF THE MONTH.

Activity #1

Review the Hospitality Training poster for the month of May.

“Where words are restrained, the eyes often talk a great deal.” - Samuel Richardson

What does this quote mean to you?

Think about how it feels to carry a conversation with someone who’s not looking you in the eyes. What challenges do you face when speaking with others and having to look them in the eyes?

As a team, discuss why eye contact is difficult to maintain and ways to actively improve our eye contact with one another to achieve excellent service and communication.

Activity #2

Ask this question, “Why is it important to make eye contact with guests and fellow team members?”

It is important that we make our guests feel welcomed. We want to practice eye contact with our customers from the moment they walk into our facilities. This lets the customer know that we acknowledge them and opens the door for more opportunities for further interactions. When we look others in the eyes, it not only acknowledges the person, but shows that we have an interest in them.

Practice making eye contact with your fellow team members; speak to one another, but respond only when eye contact has been made. This will help team members understand why making eye contact while communicating with one another is so important.

Activity #3

The best way to learn about our guests’ needs is to really listen to what they say and pay attention to what they don’t say. In some cases we can’t always predict the needs and wants of our guests, so that means we’ll need our guests to tell us.

First, we must rid ourselves of any distractions that will impact our interaction. Our guests deserve to have our full attention. Next, listen to our customers and avoid preparing a response until the person is done speaking. Be mindful of what they are saying. Angle your body towards them slightly so they know you are invested in what they have to say.

As a team, demonstrate poor listening skills and then discuss how those behaviors impact a person’s interaction with us. Next, demonstrate how we should properly engage with a customer.

Activity #4

Along with improving our eye communication, we need to be sure we set the standards in proper work attire. Think about a time when you visited a business, whether it was a restaurant or a store, and the person caring for you was not dressed appropriately.

Were they in stained or wrinkled attire? Did their clothes not fit them appropriately? Maybe they had that ‘get out of bed and go’ look. What was your perception of the employee? Discuss with your team how appearance plays an important role in our industry.

Make it a part of your daily routine to look yourself over in the mirror. Make sure that you are making your personal appearance count.