# The 6 Steps of Service

### Introduction

The 6 Steps of Service topic includes information about the six steps of service we use to enhance the guest experience.

- <u>6 Steps of Service: Overview</u>
- <u>6 Steps of Service: Greet the Guest</u>
- <u>6 Steps of Service: Take the Order</u>
- <u>6 Steps of Service: Collect Payment</u>
- <u>6 Steps of Service: Prepare the Order</u>
- <u>6 Steps of Service: Deliver the Order/Confirm the Order</u>
- <u>6 Steps of Service: Thank Guest</u>

## The 6 Steps of Service: Overview

Steps of service have been established to guide guests from the time they enter the order queue until they receive their entire order.

Flow of service has a big impact on the guest experience.

- Guests want to feel comfortable in the restaurant
- They need to know what to do and where to go
- They want to have confidence that their order is being prepared quickly and accurately

All crew members follow the same 6 Steps of Service at each station, during each day part, for each Brand.

Step	Service	Description
1.	Greet the guest	The greeting is your first chance to make the guest feel welcome and appreciated. A warm, friendly greeting sets the tone for the guest's entire experience. Make eye contact and smile at the guest.
2.	Take the order	Some guests know exactly what they want and how they want it prepared. Others are undecided. This step is where you:
		Listen to the order
		Suggestive sell
		<ul> <li>Make suggestions that help undecided guests through the ordering process and help other guests make their meal more complete and enjoyable</li> </ul>
		Ring the order into the POS
		Repeat the order
		<ul> <li>Clarify the order to ensure that the guest gets a complete order prepared as the guest requests it</li> </ul>

#### The 6 Steps of Service

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3.	Collect payment	Guests need to know what to do and where to go during the process so they are comfortable and relaxed. In this step you guide guests through payment and order pickup by:
		Telling the guest the amount
		Collecting their payment and making change
		<ul> <li>Handing the guest their receipt, informing them of the guest survey offer, and providing their order number</li> </ul>
		<ul> <li>Thanking them, providing their order number, and directing them to the pick-up area</li> </ul>
4.	Prepare the order	People come to Dunkin' Donuts for delicious food and beverages and they expect to get their orders quickly. This step is where you prove they made the right choice.
5.	Deliver the order to the guest	Warm, friendly service is overshadowed if the guest does not get what he or she ordered. In this step you confirm order accuracy and completeness as you deliver the order by:
		<ul> <li>Calling out the order number and item(s) when handing order to the guest</li> </ul>
		"Order 83, sausage, egg, and cheese on a toasted plain bagel."
6.	Thank guest and invite the guest back	A friendly smile, a sincere thank you, and an invitation to come back soon show how much you appreciate your guests.



Step 3 follows Step 5 in drive-thru situations



Each of the 6 Steps of Service are described in detail in separate sections that follow.

## The 6 Steps of Service: Greet the Guest

### **Procedures**

- 1. Acknowledge and Greet Promptly
  - Greet the guest immediately upon the guest's arrival at the drive-thru speaker or front counter



The maximum time allowed to greet the guest at the menuboard is 5 sec

- When guests walk into your restaurant, be sure to smile and acknowledge their presence immediately
  - You may not be able to serve them immediately, but they'll know you'll be with them soon

"Good afternoon. I'll be right with you."

### 2. Be Warm and Friendly

- Always make eye contact when you greet and speak to guests
- Keep a smile on your face and in your voice
- If you know the guest's name, use it

"Good morning, Mrs. Wilson. What can I get for you today?"

## The 6 Steps of Service: Take the Order

### Overview

This step of service is where we:

- Ring the order into the POS system
- Suggestive sell
- Confirm the order

### **Ringing the Order**

- Listen carefully to what the guest orders
- Ring each item in as the guest orders it
- Do not interrupt the guest unless necessary to get clarification on an item

### **Suggestive Selling**

Suggestive selling can benefit both the guest and the restaurant.

There are two ways to suggestive sell:

- Add-on selling
  - Recommending that guests purchase an additional product
- Up-selling
  - Recommending that guests purchase a larger size



Only attempt to suggestive sell once per order.



Use common sense when making suggestions. If a guest orders a sandwich, suggest a beverage or dessert to go with it, not another sandwich

#### The 6 Steps of Service: Take the Order

Know when not to suggestive sell. Suggestive selling is not recommended when:

- A regular guest places a standard order
- A guest specifies size and quantity with the order
- A guest ends the order by stating, "And that will be all today" or something similar



When a new product is introduced, it is appropriate to suggest the new product, even in the situations described above. For example, *"We have new [PRODUCT]. You should try 1 tomorrow."* 

#### **Order Accuracy**

Order accuracy standards help ensure that each guest receives the correct order by:

- Confirming the order is entered into POS system correctly
- Verifying the correct items are delivered
- Verifying that all items are delivered
- Ensuring the guest receives correct condiments, utensils, and napkins
- Ensuring that product is prepared per recipe, including or excluding any special guest requests



Order accuracy also protects our guests from ingredients that may be harmful to them.

### Menu Knowledge

Order Takers must be experts on each menu item, combo, special promotion, and meal deal so they can:

- Answer questions and assist guests with order decisions
- Suggestive sell to enhance the guest experience and increase sales
- Enter orders quickly to ensure Service with Speed
- Enter orders accurately to ensure they are prepared to guest specifications

### Have a "Can-do" Attitude

You should accommodate guest special requests. That includes serving any product on the menu at any hour.

#### **Procedures**

- 1. Take the Order
  - Smile and make eye contact
  - Use a pleasant tone of voice and speak clearly
  - Put a smile in your voice and speak clearly as you take and confirm orders (think about what your voice sounds like on the headsets)

- Suggestive sell and lead the guest through the order when needed
- Inform the guest of what comes on the product and how it is prepared

"That bagel with cream cheese comes untoasted and schmeared."

• Answer questions with confidence

### 2. Suggestive Sell

• Use up-sell and add-on selling techniques for additional order items

### 3. Enter the Order

• Listen carefully to the guest and key their items into the POS exactly as ordered

### 4. Repeat the order and provide order total

• Verify the order by repeating it back to the guest when they are done ordering

"That's a medium coffee with 3 creams and 3 sugars, plus a glazed donut and a blueberry muffin. Your order comes to \$3.25."

### 5. Complete Order Details

• If at counter, ask the guest if the order is for dine-in or take-home

"Will you be eating that here or is it to go?"

- If drive-thru, store the order in the POS system
- Give the total for the order
  - This allows the guest to get the money out while waiting in line
- Ask the guest to pull up to the drive-thru window

"Your order comes to \$3.05. Please pull up to the window."

- Thank guest
  - Refer to **The 6 Steps of Service: Thank Guest** procedure.

## The 6 Steps of Service: Collect Payment

### **Overview**

This step of service is where we:

- Collect payment using proper payment handling procedures
- Hand the guest their change, credit card, or DD Card and receipt
- Direct front counter guests where to pick up their order

### Procedures

### Accept Cash Payment and Make Change

- Check the POS display to be sure that you entered the item(s) correctly
- Announce the total amount of sale and the amount of money the guest handed you

#### The 6 Steps of Service: Collect Payment

- Always say please when asking for payment and thank you when receiving it

"That will be \$3.79 please." "Out of \$10 thank you."

- When a drive-thru guest gives the Cashier money, the Cashier hands the guest the beverages so the guest can place them in the car while waiting for the rest of the order and change
- Enter the amount tendered into the POS system; it will calculate the proper change to return
- Lay the guest's money across the open cash drawer face down
- Make change with the fewest possible bills and coins
- Count back the guest's change out loud
  - Place the coins and then the bills into the guest's hand



Do not put the money away until the guest is satisfied with the change

• Hand the guest a receipt for the transaction



Provide a receipt to the guest for all transactions.

### Accept Credit/Debit Card Payments



It is currently a Dunkin' Donuts and Baskin-Robbins standard to accept credit and debit card purchases without imposing a minimum purchase amount.



Dunkin' Donuts<sup>®</sup> does not accept debit cards that require a guest to enter a personal identification number (PIN).

- Check the POS display to be sure that you entered the item(s) correctly
- Announce the total amount of sale to the guest
- Accept the credit card to be used for payment from the guest
- Check that the credit card is accepted by your restaurant
- Swipe the card through the terminal
- The POS terminal will display a TRANSACTION FINALIZED message and receipts will print
- If the total order is \$25 or over, ask the guest to sign the restaurant copy of the receipt
  - No signature is required for purchases under \$25

#### The 6 Steps of Service: Collect Payment



Check that the guest's signature on the receipt matches the signature on the credit card.

- Give the guest:
  - The credit card
  - The transaction receipt



Provide a receipt to the guest for all transactions.

• Retain the restaurant's copy of the receipt with guest signature if applicable

### **Accept DD Card Payments**

- Check the POS display to be sure that you entered the item(s) correctly
- Announce the total amount of sale to the guest
- Accept the DD Card to be used for payment from the guest
- Swipe the card through the terminal
- The POS terminal will display a TRANSACTION FINALIZED message and receipts will print
- Give the guest:
  - The DD Card



Always return the DD Card to the guest even if it has no balance.

- The transaction receipt with the gift card balance



Provide a receipt to the guest for all transactions.



Always advise the guest to check the DD Card balance on the bottom of the receipt.

#### The 6 Steps of Service: Collect Payment

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### **Direct Guest to Pickup Location**

• Tell the guest his or her number and where to pick up the order

"Your order number is 214. You can pick up your sandwich at the pickup area."

## The 6 Steps of Service: Prepare the Order

### **Overview**

People come to us for our delicious food and beverages and they expect to get their orders quickly. This step is where we prove they made the right choice. Guests expect:

- The highest quality products
- Assembled quickly Service with Speed
- Assembled correctly the first time Order Accuracy

### **Product Quality**

- Serve guests only high-quality products
- Consistently meet all of our standards for:
  - Quality
  - Freshness
  - Taste



Never serve your guest a product that you yourself would not want to be served.

Policies, procedures, and standards help ensure consistency.

- Guests know what to expect when they enter the restaurant and receive their order
- Products are the same every time
- Guests are never disappointed

### **Service with Speed**

We are committed to serving guests as quickly as possible at all times of the day and always within Dunkin' Brands $^{\mbox{\tiny B}}$  standards.

Front Counter Service Time: 120 sec (2 min)

Drive-Thru Service Time: 150 sec (2.5 min)

### **Order Accuracy at Drive-Thru**

Along with fast service it is critical that guests receive exactly what they ordered.

The drive-thru staging area includes a staging mat with a 2-1-GO sequence. The mat is placed on the Drive-Thru Ready Next Cart or order assembly area to help ensure that orders stay organized, in sequence, and are:

- Assembled in the correct order
- Completed as the guest requested

- Complete with:
  - All items ordered
  - Condiments (if requested)
  - Accessories (napkins, straws, etc.)



### **Procedures**

### 1. Prepare Beverages

- Follow the proper procedures for preparing the beverage the guest ordered.
  - Use cup marking or a VDU to make the product the way the guest ordered it
  - Always try to avoid having a guest repeat their order to you
- Present beverages to the guest with a smile

#### "Enjoy your coffee."

### 2. Prepare Food

- Begin assembling drive-thru orders while the Order Taker is still taking the order by using a headset to listen to the guest as they order
- Receive the food order either from the VDU or the prep printer
- Complete the food portion of the order quickly and accurately
  - Handle and package products carefully so the product will look the same when it comes out of the packaging
  - Attach receipt with sticker to outside of bag
  - Ensure that order can be easily carried by guest
  - Double-check orders for accuracy
- Place food portion of the order on the drive-thru staging mat
  - Place items needed for the first order in the "1" space until all the items in the order are present and bagged with condiments and accessories

#### The 6 Steps of Service: Prepare the Order

 After ensuring that all ordered items, condiments, and accessories are included, move the order to the "GO" space. This indicates that it is complete and ready to deliver to the guest



Following this process carefully ensures that incomplete orders are never delivered to a guest by mistake.

## The 6 Steps of Service: Deliver the Order/Confirm the Order

### **Overview**

In this step we confirm order accuracy and completeness as we deliver the order.

### **Procedures**

#### 1. Deliver Order

- Make eye contact and smile at every guest
- Work the front counter:
  - Walk over to the pickup area
  - Call out the order number
  - Deliver the completed order to the guest
- Work the drive-thru:
  - Deliver the completed order to the guest
  - Include requested condiments and napkin(s)

### 2. Confirm the Order

Cashier

- Repeat the order back to guest as you hand it to them "Medium coffee regular."
- If sandwich station product is ordered, provide the guest their order number and direct them to the pick-up area
  - "Your order number is 83. Please step over to the pick-up area and they will call your order number when it is ready. Thank you, and have a great day."

Sandwich Station Assembler

 Call out order number and item(s) when handing order to the guest "Order number 83, sausage, egg, and cheese on a toasted plain bagel. Thank you, have a great day."



This will help avoid confusion with guests who may have ordered the same product.

## The 6 Steps of Service: Thank Guest

### **Overview**

A friendly smile, a sincere thank you, and an invitation to come back soon show how much we appreciate our guests.

### **Procedures**

### 1. Thank Guest

- Make eye contact and thank the guest with a smile
- Invite the guest to come back soon
  - Use a 2-part thank you

"Thanks for coming today. Hope to see you again real soon."

"Thank you so much. Hope to see you again tomorrow."

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