



STANDARD OPERATING PROCEDURE

FOOD AND BEVERAGE OPERATIONS

SOP: Welcoming the guest

SOP # :

DATE OF ISSUE:

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OBJECTIVE:

To ensure our guests have a positive first experience.

POLICY:

- All guest to receive a warm and friendly welcome
- Acknowledge regular guests
- Ensure guest satisfaction is maximized.

PROCEDURE:

- Welcome the guest(s) with a polite and friendly manner
- When guests arrive, welcome them with the local greeting.
- Use positive body language - eye contact, friendly smile, stand up straight.
- Address them with the appropriate greeting for the time "Good Morning/Good Afternoon/ Good Evening".
- Try to call the guest by her/his name: e.g., "Good morning Mr. XXX, how are you?"
- If the guest is a regular guest or VIP, greet by name (if known).
- Check for any reservation.
- Politely ask if they have a reservation. If yes, ask for the guest's name and guide her/him to the reserved table.
- If no, ask if the guest requires a non-smoking table/smoking table/window table.
- Guide the guest to her/his table.
- Do not walk too fast when showing the way to the guest. Say to the guest: "This way, Madam/Sir" with palms open.
- Once at the table, ask if the table is to the guests' satisfaction.
- Pull the chair out (ladies first).

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- Pull the chair out to ease access to the table and push the chair back when the guest is sitting.
- If the guests have a lot of belongings with them, offer to have them stored
- Once guests are seated, introduce yourself and advise that you will be looking after them or if it is another staff member introduce them to the guest.
- Explain the dining options available in the restaurant and present each guest with an open menu (food and beverage), preferably by standing to the right of the guests. It is recommended that ladies are given menus first, then other guests and finally the host.
- Advise guests of any specials and items that are unavailable.
- Offer still or sparkling water (lunch/dinner service) / tea or coffee (breakfast service).
- If guests are dining alone for breakfast, offer them a newspaper or magazine.

KEY POINTS:

- Guests must always be acknowledged, recognized and welcomed as soon as they enter our restaurants.
- Initial greeting should be within 10 seconds.
- Seek and use the guests' name.
- If employees are engaged with another guest, waiting guests are still to be acknowledged - never leave guests unattended.
- Positive body language to be used at all times - eye contact, friendly smile and stand up straight (no leaning).
- Always offer to escort our Guests rather than direct them.
- Acknowledge the guests' special occasions eg. birthday, anniversary.