

CUSTOMER SERVICE EDUCATION

FOODSERVICE eSTART™

customer service made better.



Foodservice eStart™ equips foodservice employees with the essential knowledge they need to communicate and sell to customers. The employees of an operation are its front line and serve as ambassadors for their companies each day. Foodservice eStart™ arms them with knowledge of universal customer service principles, positive and appropriate language and in-the-moment problem-solving skills they need to effectively and respectfully serve all customers.

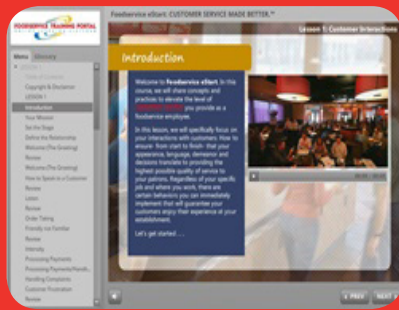
The course provides a comprehensive customer service education for foodservice and hospitality employees- specifically those employed in QSRs, counter service and table service operations. We lay the foundation on which you can build with your operation's specific policies and food and beverage offerings.

- **INCREASE CUSTOMER SATISFACTION**
Improve the quality of each customer's experience on a daily basis
- **SEE HIGHER SALES**
Increase overall sales through suggestive selling and positive sales experiences
- **STRENGTHEN YOUR STAFF**
Create more confident and highly skilled service staff members
- **PROTECT YOUR BOTTOM LINE**
Flat rate pricing model is cost effective- eliminating high per student training costs.
- **CONSISTENT & ON-DEMAND**
Training and LMS access is available from any computer with an Internet connection. Training can occur at the store, corporate office, home, etc.
- **STUDENT-CENTERED LEARNING**
Employees can move through the lessons at their own pace, practice their new knowledge as they go and demonstrating what they have learned at the end.
- **UNLIMITED RESOURCE**
Per location cost includes unlimited employee training per location. Access to the course is available to employees at any time throughout the year of subscription.
- **NETWORK ALL LOCATIONS**
View training information from across your business with consolidated reporting.



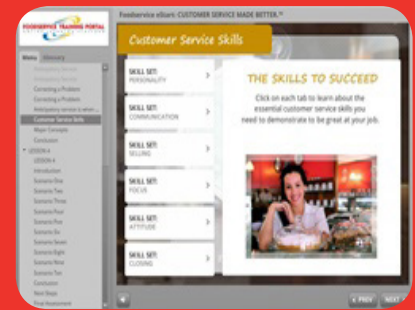
LESSON 1 CUSTOMER INTERACTIONS

Students explore the order of service and emphasis is placed on the importance of the customer in the foodservice environment. Content focuses on the guest experience- from initial interaction to final goodbye.



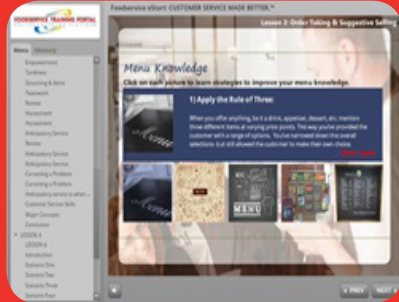
LESSON 3 REPRESENTING YOUR BRAND

This lesson details the aspects of professionalism and specific responsibilities relevant to being a great foodservice team member. Topics include empowerment, anticipatory service, how to correct a problem, crucial customer skills and general standards of good employee behavior.



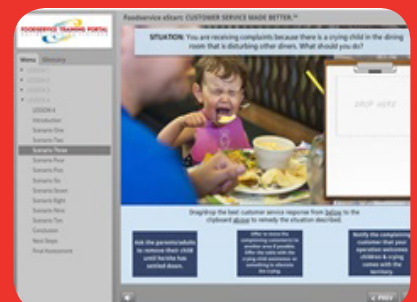
LESSON 2 ORDER TAKING & SUGGESTIVE SELLING

Students learn the intricacies of efficient and effective order taking. Customer advocacy, food allergies, thinking ahead and check backs are also covered. Specific attention is given to how to upsell and language examples are provided for suggestive selling techniques.



LESSON 4 PUTTING KNOWLEDGE INTO PRACTICE

Students are presented with ten situations where the result is an unhappy or dissatisfied customer. With each scenario, the student is required to select the best possible course of action to correct the problem and/or make the customer happy.



ROBUST TRACKING & REAL-TIME MONITORING

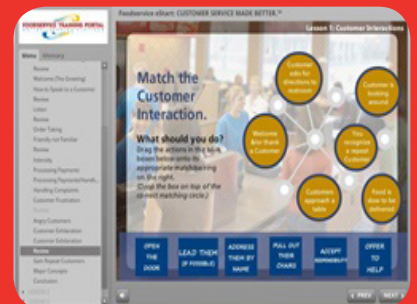
A Learning Management System that provides 24/7 access to all student training information. Provides up-to-the-minute data regarding training implementation and compliance.

NAME	STATUS	COURSE/CHAPTER	PROGRESS	COMPLETION	SCORE
John Doe	Completed	Customer Service Skills	100%	100%	95%
Jane Smith	In Progress	Order Taking	75%	0%	88%
Mike Johnson	Not Started	Menu Knowledge	0%	0%	0%

- View specific student training information at any time: date completed, final quiz score, etc.
- Download, save and print training information- by employee, store or a company- to any standard spreadsheet program or PDF viewer
- SCORM-compliant allowing streamlined integration into most Learning Management Systems

FEATURE RICH & STUDENT- CENTERED

Interactive and comprehensive content combine to offer a customer service education program that provides employee centered learning and workplace relativity.



- Written on an 8th grade reading level with full audio narration
- Contains an interactive glossary of terms for reinforcement of key concepts
- Concludes with a 20-question randomized, graded assessment
- Issues a personalized, printable Certificate of Achievement

**AVAILABLE FOR:
\$299/YEAR, PER LOCATION
FOR AN UNLIMITED NUMBER OF EMPLOYEES.**

**FOR MORE INFORMATION, PLEASE VISIT US AT
WWW.FOODSERVICETRAININGPORTAL.COM
OR CONTACT US AT 877.639.3761.**

