



# Superior Customer Service Starts with Staff Training

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Staffing remains one of the biggest issues facing the hospitality industry not because there is a shortage of people to do the job, but because there are less people doing the job well and being rewarded for it when they do. This comes down to training and management.

When your staff and management are not up to scratch, you can start to lose your customers. This has been identified in research and seen firsthand. On the flip side, good staff and good management make customers feel like they want to come back and continue to return. Here are the key positive and negative components of staffing and management that determine how a customer feels about their food and hospitality experience:

## Positive Experience

1. A clean and well maintained space
2. Communicative staff who are friendly and appropriately trained
3. Staff who make a connection and show a sense of hospitality
4. Efficient, yet not overworked service

## Negative Experience

1. Inconsistent service and rude staff
2. Poorly trained staff
3. Dirty and poorly maintained environments
4. A lack of leniency with customer requirements or needs

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The fundamental issues that have been identified as ‘negative’ all come down to the way a food precinct or single operator are staffed and trained. With that said, the issues are also easily rectified if a solution is applied. The solution being, training.

So why invest in training for your staff? By investing in training you can ensure everyone is on the same page, up to date with standards and offering the highest level of hospitality to customers which ultimately all result in a better customer experience. If your service standards as a manager or operator are at a high level and you allow your staff the opportunity to meet you at that level by providing training to match, you are providing your business the best chance at successfully operating and gaining repeat business time and time again.

People want to know they will feel welcome, they want to sit in an environment that has been looked after when they enjoy their meal, they want to be offered a consistent experience from the staff right down to the food presentation, particularly if it was an extremely positive one - there is only one way that can happen and that's through ensuring your staff and hospitality team is across what it means and how to put it into practice.

It can be as simple as applying a uniform greeting for staff members to use on customers or ensuring staff know when to change bins and what to look for to keep a space well maintained. It can also be extensive by providing training protocols to Centre management to ensure the entire precinct is looked after as a whole as at the end of the day, someone needs to be overseeing the entire space not just the individual outlets.

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Whether it's an overhaul or just simple steps to better staffing, the changes that can be made through training provision contribute to a better customer experience. For every positive experience comes the opportunity to grow and gain new business. The customer 'experience' is something staff, operators, Centre managers and asset holders should have at the Centre of their attention and ensuing staff support is there to create that positive experience.