



Trees Organic  
COFFEE & ROASTING HOUSE

## Operations Manual

### **Service Recovery**

On the occasion that a customer might complain about the service, food or facilities, the following procedures must be followed in order to turn a negative experience into a positive one:

1. Listen to the customer. Be sure to repeat or paraphrase what they tell you to ensure you understand the issue.
2. Empathize with the unfortunate experience. Showing empathy does not mean admitting fault.
3. Apologize. A sincere apology can go a long way. Even if the mistake wasn't our fault, it is important to take responsibility; this is what the customer is expecting. You can say something like "I'm sorry you didn't realize there is mayo on the sandwiches."
4. Fix the problem right away. "I'm sorry you didn't realize our lattes are made with a double shot. I will prepare you one with a single shot right away."
5. Thank the customer for bringing the issue to your attention.

It is important to understand that simply replacing a product will not resolve the situation on its own. More often than not, the customer is only wanting us to be informed of their experience, and expects to know what we will do to prevent the same problem from happening again. By listening in a sincere manner to the customer, then acting immediately to resolve the issue is what the customer expects.

## Food Poisoning Complaints:

Complaints about food poisoning need to be handled differently than ordinary complaints, as they are much more serious. In most cases, food poisoning is very hard to prove, and even harder to prove the exact source. Unless you receive numerous complaints within a very short period of time, the cause is likely something else. Most people will also assume that the last meal they ate is the cause of their illness.

1. Record all of the information necessary:
  - a. Customers name, address & phone number
  - b. Date & time they visited
  - c. Menu items ordered
  - d. Anyone else with them that felt sick as well
  - e. Symptoms experienced
  - f. Amount of time passed between eating and first sign of symptoms
  - g. Other food consumed in the 24 hours prior to feeling ill, including food prepared at home
  - h. Name of doctor or hospital attended
2. Show empathy, but DO NOT admit liability.
3. Tell the customer that you will be calling the health inspector to complete an inspection of the premises and you will be in contact with them afterwards.
4. Call the health inspector and inform him/her of the alleged food poisoning complaint received.
5. Inform Head Office of the complaint, including all details of the incident and health inspection report.
6. Prepare a letter to the customer who complained, outlining the results of the health inspection. Once again, it is important to show empathy, but not to admit any liability. Let the customer know that a clean health inspection coupled with no other complaints about food poisoning likely indicates they may have gotten ill from some other source. Close the letter by thanking them for contacting you in the first place and inviting them back for another visit.