The customers are always right!

- The phrase "The customer is always right" was originally coined in 1909 by Harry Gordon Selfridge, the founder of Selfridge's department store in London, and is typically used by businesses to convince customers that they will get good service at this company and convince employees to give customers good service.
• We hear the saying that the customer is always right. Is this true? Aren’t there times when a student (customer) demands a certain service or item that we are not able, or allowed, to provide? It is always good to learn strategies to handle situations when the customer actually isn’t right, but we still need to keep them as future customers.

• My Broccoli Story.
• Let me tell you a Story.
What are some of your stories?

• In small groups discuss some of your stories
  Where you know you were correct and the customer was wrong.

Take 15 minutes
What was your response?
If you still think that the customer is always right, read this story from Bethune’s book From Worst to First:

A Continental flight attendant once was offended by a passenger’s child wearing a hat with Nazi and KKK emblems on it. It was pretty offensive stuff, so the attendant went to the kid’s father and asked him to put away the hat. “No,” the guy said. “My kid can wear what he wants, and I don’t care who likes it.”

The flight attendant went into the cockpit and got the first officer, who explained to the passenger the FAA regulation that makes it a crime to interfere with the duties of a crew member. The hat was causing other passengers and the crew discomfort, and that interfered with the flight attendant’s duties. The guy better put away the hat; he did, but he didn’t like it. He wrote many nasty letters. We made every effort to explain our policy and the federal air regulations, but he wasn’t hearing it. He even showed up in our executive suite to discuss the matter with me. I let him sit out there. I didn’t want to see him and I didn’t want to listen to him. He bought a ticket on our airplane, and that means we’ll take him where he wants to go. But if he’s going to be rude and offensive, he’s welcome to fly another airline.

The fact is that some customers are just plain wrong, that businesses are better off without them, and that managers siding with unreasonable customers over employees is a very bad idea, that results in worse customer service.

So any business needs to put its people first — and watch them put the customers first.

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When are our customers correct

• When My staff send down the wrong Substitute.
  – We corrected it immediately

• When Staff are late serving a meal
  – Apologize and serve it myself

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When are our customers correct

• What are some of your examples of when a concern comes up and the customer is correct?
What are some examples of when the customer was incorrect.

- A new student comes through the line and wants seconds and they are free and reduced.
- A student does agree with the portion sizes
- A student ate their meal and then said they ate someone else's substitute plate.

Phrases That'll Make Your Customers Happy

- "How can I help?"
- "I can solve that problem."
- How can we make that meal better for you?
- "I don't know, but I'll find out."
- "I will take responsibility."

Keep Your Customers Coming Back and Have Them Bring Their Friends with Them
Phrases That’ll Make Your Customers Happy

• "I will keep you updated."
• "Your meal will be ready on time."
• "The job will be complete."
• "I appreciate you coming through our line today."
• "It’ll be just what you ordered."

Here are some ways of how to make the customer feel valued all the times even if they are wrong.

• Always provide great customer services to your customers.
  — They may not always be right but you can always make them feel good about their purchase.

Employees First

“Always treat your employees exactly as you want them to treat your best customers.”

— Stephen R. Covey
Ways to make your Students feel important

• 1. Try to learn the names of the students
• 2. Treat Each Student as Your Best Customer
• 3. Always Smile
• 4. Resolve Issues immediately
• 5. Always say thank you

Closing

Our Students will always want to feel important no matter the circumstances. It is up to us to provide a great service at all times to help them feel that way.
We ♡ our Customers