

Customer Service in the Movies

Discussion & Role-play

Food & Beverage

Michael Dyer

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Read and Discuss

In this unit we see how a good attitude towards your customers and also towards your employer is necessary. In the example we see a waitress displaying a poor attitude towards everyone in two different ways. First she arrives late for work. Being late is never acceptable. It shows a lack of respect and commitment to your customers, colleagues and your employer. If people are depending on you, you must not let them down no matter what else is going on in your life. It doesn't matter that traffic was bad or that you're having a bad day. You should allow a reasonable amount of time so that you can get to work in plenty of time without being stressed so that you arrive in the right frame of mind to serve your customers. Next, in our example, when the waitress does arrive, she isn't dressed correctly. As with many employers, the waitress in this example is expected to dress in a particular way to fit in with the company brand. In any customer service position, it is essential that you comply with any dress codes that your employer asks of you. Even if there isn't a uniform or dress code, when working on the front line of the customer service industry you should always dress appropriately, make sure that your clothes are clean and tidy and that you have paid attention to personal hygiene.



Setting the Scene

1. If you are late for work how does it show disrespect to your colleagues?
2. If you arrive at work in a rush, feeling stressed, how might this affect your work?
3. Have you ever been served by a scruffy waiter or waitress? How did you feel?
4. How might it affect the customer if staff aren't dressed appropriately?

First Impressions

1. Who are the characters in this story?
2. What is the relationship between these characters?
3. Where does this scene take place?
4. What is happening in this scene? Why?
5. What did you find surprising or interesting about the scene?



Customer Service Tips

Discuss how these tips may apply to the situation in the scene

- ☐ As a manager, be clear and concise when expressing your expectations of staff
- ☐ Take a personal interest in your employees. Ask questions. Listen.
- ☐ Micromanagement can be necessary; however, do it intentionally and sparingly.

Key Vocabulary

☐ some days	Some days it seems that just everything goes wrong.
☐ one of these days	One of these days I'm going to leave and get another job.
☐ can I get you	Can I get you another coffee sir?
☐ something to nibble on	I'm hungry. Can we get something to nibble on till dinner time?
☐ a case of	I think it's a case of heads you win tails I lose.
☐ it's up to you	It's up to you, but if it were left to me to decide, I wouldn't do it.
☐ be about	It is not about what I want. It's how you feel about it that matters.
☐ express yourself	You need to be able to express yourself through your paintings.
☐ the bare minimum	The bare minimum that I can accept is \$200. It must be worth that.
☐ all I ask	I don't want much. All I ask is that you get here on time.

Language Point

1. Are you good at expressing yourself?
2. Do you express yourself through the clothes you wear?
3. Do you express yourself through your art?
4. How to do you most like to express yourself?
5. Do you express yourself...?

What happened?

1. Why was Joanna late?
2. Why does Brian think that Peter just wants coffee?
3. Is Stan happy with what Joanna is wearing to work?
4. Why does it matter what Joanna is wearing?
5. How many items of flair does Stan say is the bare minimum?
6. What comparison does Stan draw between Joanna and Brian?
7. Is Stan expecting the staff to exceed the minimum?
8. What is it about Chotchkie's that attracts its customers?
9. How does Stan expect Joanna to express herself?
10. Does Stan ask Joanna to wear more flair directly?

Notes

Ad-Lib the Scene

List the key events in the storyline and then ad-lib the scene

-

Perfect Service

Rewrite the video scene demonstrating ideal customer service in this situation

[illegible]

Mini Dialog

Complete the dialog with words and phrases from the Key Vocabulary list

Manager: Lucy, I'd like a word with you please.

Lucy: What is it Mr. Lucas?

Manager: I want to talk to you about your attitude, Lucy. _____ you come into work and you can barely raise a smile. Our customers expect better than that.

Lucy: Yeah, well some days maybe it's _____ I don't feel like smiling.

Manager: That's just the attitude that I am complaining about. _____ that we expect here is that when you wait on tables you are pleasant and polite to our customers.

Lucy: Huh, well _____ is that they are polite to me.

Manager: Lucy, it can't _____ what you want. It's about what the customer wants. You know the customer is always right as far as we are concerned.

Lucy: You know, _____ I'm going to walk right out of here and never wait on a table again.

Manager: Well _____, but if you want to keep this job you have to be nice to the customers.

Paraphrasing

Rewrite these sentences with phrases used in the dialog above

1. I want to talk to you about the way that you've been acting.

2. I want to speak to you.

3. It's your choice.

4. Sometime in the future I'm going to leave this job.

5. It's the customer's needs that are important to us, not yours.

Matching

Connect the two parts of the sentences

- | | |
|-------------------------------------|-------------------------------------|
| 1. It's very busy here some days... | a. ...to be rich and famous. |
| 2. One of these days I'm going... | b. ...nibble on while we wait? |
| 3. Shall we get something to... | c. ...are here you behave yourself. |
| 4. All I ask is that while you... | d. ...writing going to be about? |
| 5. What's this book that you're... | e. ...and other days no-one comes |



Conversation Jumble

Work with a partner and construct a conversation using the given words

- A: you / to / if / wait / want / case / tables / it's / on / a / of / here / fitting / in
- B: Ok / encourage / would / so / you / me / do / to / what / ?
- A: about / it's / the / attitude / work / having / the / to / right
- B: well / to / willing / I'm / hard / work
- A: also / it's / having / always / smile / a / the / for / customers / terrific / about
- B: can / I / that / do
- A: customers / just / want / fun / to / we / a / atmosphere / enjoy / create / our / to / for
- B: so / you / do / want / when / me / start / to

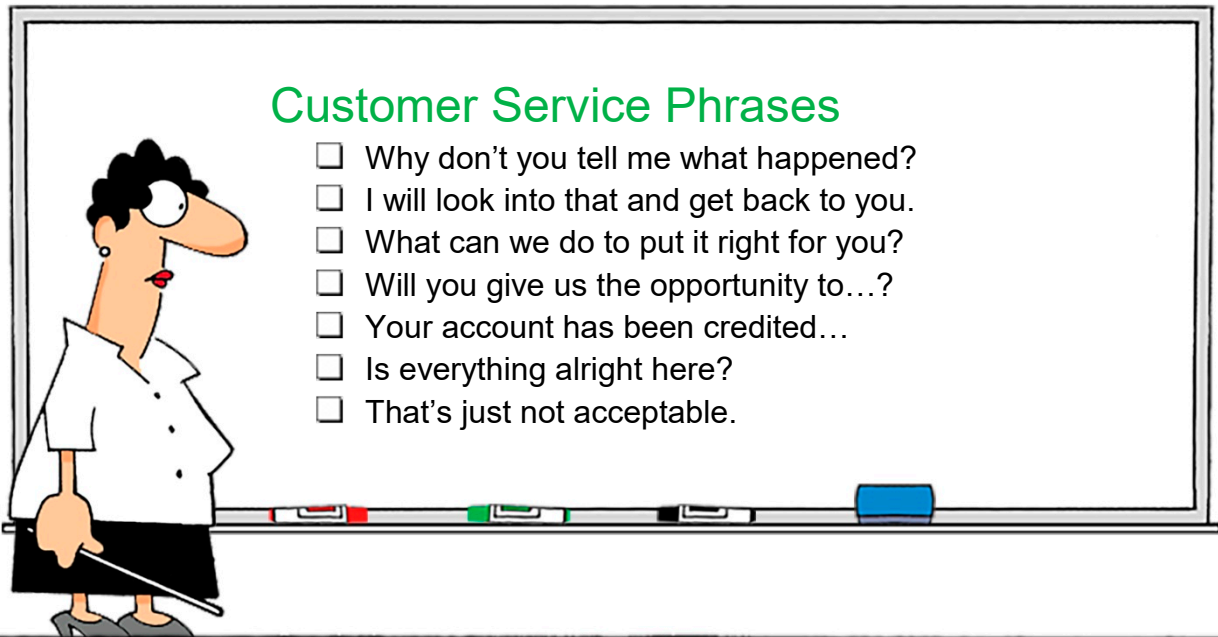
Synonyms

Write a synonym for the given word to complete the sentence

1. We'd like something to _____ on now; some peanuts or crisps maybe? (snack)
2. It _____ like you've been having a really hard time. (seems)
3. If you wait just a _____ I'll be ready for you. (second)
4. I'd say that \$20,000 is the _____ that I could take for that. (least)
5. It's not _____ for us. We need something bigger to accommodate us all. (adequate)
6. You only need to pack the _____ essentials. We're only staying one night. (basic)
7. I can't _____ between them. I like both of them just as much. (decide)
8. That was a _____ party last night. We all had such fun. (great)
9. The _____ in the house was very spooky. It felt dark and cold. (ambiance)
10. His _____ to the job was excellent. He was always keen to do his best. (approach)

How may I help you?

Complete the dialog with the most suitable phrases from the list



Manager: _____?

Customer: Are you the manager? Well, I have to tell you that the food is excellent, but your customer service is dreadful.

Manager: Oh, I'm sorry! _____?

Customer: The waiter is the most unfriendly person I have ever met. He was quite rude. And to be honest, when I come to a restaurant like this I don't expect to be served by someone dressed like that.

Manager: _____. I'm so sorry.

Customer: Well we won't be coming back here again.

Manager: Please don't leave it like that. _____?

Customer: Well, you can start by speaking to that waiter. He needs to change his attitude. Waiting staff should be friendly and welcoming. Not surly and bad tempered. And get him to smarten himself up while you're about it.

Manager: _____ invite you back, free of charge?

Customer: OK. As long as it's free we'll come back next week and try again.

Which of the following customer service rules does this dialog demonstrate?

- ☐ Involving the customer in resolving the situation so that they 'buy' into the solution.
- ☐ Always providing a service quickly and efficiently.
- ☐ Keeping the customer informed by giving them regular updates.



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