

## **RYG™ Customer Service Standard for KFC**

Human Touch Consulting has developed a Customer Service Standard that contains behaviors that drive certain aspects of the business; accuracy, speed of service, sales, hospitality, customer satisfaction and customer retention.

### **I. Greeting the Customer:**

1. The team member should be "In the Box" as required.
2. Make proper eye contact with the customer.
3. Smile with a friendly smile.
4. Greet the customer with a friendly and appropriate greeting.
5. Keep full and focused attention on the customer during the greeting.

### **II. Taking the Order:**

6. Appropriately ask for the order.
7. Suggest appropriate enhancements to the meal.
8. Confirm the order by repeating it back to the customer.
9. Use "Please" when announcing the price and "Thank you" when receiving the money.
10. Keep full and focused attention on the customer during the order taking process.

### **III. Completing the Order:**

11. Ask for the customer's name, and explain why.
12. Add a friendly comment.
13. End the order taking process with a sincere "Thank you".
14. Use the customer's name.
15. Keep full and focused attention on the customer while completing the order.

### **IV. Delivering the Food:**

16. Call the customer by name when the order is ready.
17. Repeat order and confirm all items included in the order.
18. Offer condiments or give directions to where they are located.
19. End the food delivery with a sincere "Thank you".
20. Keep full and focused attention on the customer during the food delivery.