

The Nine Principles of Remarkable Service

Combining Hospitality and Service Skills for Remarkable Service

Remarkable Service is Courteous, Friendly and Welcoming – When guests are met by friendly, welcoming hosts, they are assured that they can relax and enjoy their meal.

Remarkable Service Instills Trust – Dealing with guests in a straightforward and honest manner puts them at ease.

Remarkable Service Comes from Knowledgeable Servers – When servers share their knowledge with the guests, it assures them that they won't miss something special.

Remarkable Service Depends on Effective Communication – The art of communication consists of transmitting just the right amount of information exactly when it is needed.

Remarkable Service is Performed Efficiently – Careful attention to mise en place (having everything in its place), an intelligent economy of motion and a cooperative attitude make the server's job easier to perform.

Remarkable Service is Well-Timed – Remarkable servers anticipate the needs of the guests.

Remarkable Service is Flexible – A good server recognizes that sometimes the rules must be bent a little in the interest of the overall quality of the guests' dining experience.

Remarkable Service is Consistent – The key to achieving long-term success is the consistent delivery of the best possible service to every guest – every day, every week, every month and every year.

Remarkable Service Exceeds Expectations – The best service is constantly improving service.

Source: *Remarkable service: a guide to winning and keeping customers for servers, managers and restaurant owners*. (2009). Hoboken, NJ: John Wiley & Sons. Reprinted by permission of John Wiley & Sons, Inc.