

# Recommendations and strategic message

Business



Detailed understanding of the key service processes, through service blueprinting and data analysis. The success of any service firm depends on an elaborate and detailed design of every action. Therefore, every part of the service delivery processes and other supporting processes ought to be thoroughly planned so that the customer's experience is maximized. The major service processes for the various players in this industry include; where the customers are served, the persons who should serve them, and the way they ought to be served. Strait Server or M. Y. China Server will have a competitive edge in the market depending on how best it executes the various service processes. Goldenberg (103) says that the service process in the service organization revolves around the customers.

The process commences when the customer interacts with the system and is completed when the customer exits the system. The Service processes at the Straits begins with the customer entering the restaurant, the customer is then led to the dining table, before he reviews the menu. After reviewing the menu, the customer should place the order, the meal is then prepared before it is served to the customer. The customer is finally expected to pay the bill after eating the meal and before exiting the restaurant.

In the process of serving the guest, the servers and the hostess at the restaurant should give the customers personalized attention through warm reception, provision of enough utensils, serving guest with beverages and water besides being attentive to any other needs of the guests. It is worth noting that the customer should experience satisfaction as he is taken through each of these stages of service process at the restaurant (Goldenberg 102). The satisfaction will be experienced through personalized attention from the servers and the hosts who are expected to be welcoming, <https://assignbuster.com/recommendations-and-strategic-message/>

attentive, and responding fast to the demands of the customers.

### Recommendations

- a) The issue: the major issue at Straits is that the hostess are not at the podium at all times to greet the guest besides acting unprofessionally. The primary data shows that the hostess were not available to greet the guests 60% of the time.
  - b) The competitor: The hostess at M. Y. China are more professional judging by the fact that they are available 100% of the time to greet the guests.
  - c) Reasons for service improvement recommendations: 1). the customers have a bad attitude about Straits-most guest said that the hostess were unprofessional in the way they serve guest 2). Poor division of labor-for instance, some hostess were serving guests yet that is the role of servers, 3). Slow action- for instance the hostess have to reminded several times to attend to the guests.
  - d) Recommendations: the objective of the recommendations is to make sure that the hostess are more welcoming, attentive, and respond fast to the demands of the customers besides being at the podium at all times to greet the guests upon arrival. The recommendations include;  
The hostess should be trained so that they are equipped with skills that will enable them to level customer expectations  
The manager should always be at the dining room to supervise the hostess so that they can deliver better services  
The hostess to assist in creating client profile through asking specific questions such as name, phone, and email whenever clients call to make reservations  
The hostess should stay at the podium and keep contact with phone
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reservationist so as to ensure that all reservations are noted and acted upon.

The hostess should schedule reservation in time by planning the seating arrangement and how the guests will be served

More hostess should be employed so that the guest are attended to promptly-this will solve the perennial problem that usually occurs when guest walks in and hostess are on phone

e) The target market for the restaurant is the locals and the mall shoppers who form a potential customer base

#### Work Cited

Goldenberg, Barton. CRM in Real Time: Empowering Customer Relationships. New York: Information Today, Inc. 2008. Print.