



Margarita's Mission Statement & Philosophy

Our mission statement: We want to provide authentic Tex-Mex cuisine at an affordable price, enjoyed in a fun and friendly atmosphere complete with soothing Mexican music and, of course as our name implies, we are passionate about making the best possible margarita.

How do we communicate the service culture to our customers? The best way to show our customers our dedication to customer service is through server education. We believe that a well-informed and well-spoken server can help navigate customers through our menu, which in turn is the beginning of what we hope becomes an enjoyable experience right to the very end.

In what ways are employees empowered to serve their customers? We allow our servers, bussers, and hostesses to answer customer questions regarding the menu, to make split-second decisions when necessary, and to alter menu items (slightly).

How do you train your employees to deliver customer service? Our in-depth training program encompasses every aspect of the front-of-the-house operations. All of our servers spend entire training shifts on hostessing, bussing, expediting food, the computer (till) system, and of course taste-testing our food and beverages. We also evaluate each server's personality and style to best utilize those traits when dealing face-to-face with customers.

How do we motivate and reward our employees for excellent customer service? We are very conscientious about bringing customer comments to our servers. It is very important that we relay the good customer service stories to our help. I will occasionally reward with a free meal or beverage those servers that are singled out by customers. Our servers are also rewarded through nightly and weekly sales contests. It keeps their minds sharp regarding our products while increasing individual guest tickets as well.

How does Margarita's measure customer service effectiveness? We constantly quiz our servers on menu education to see who is grasping our menu. We also role play with both new and veteran servers to make sure skills aren't being short-handed, or that we are going to the tables with a great attitude and a smile. We are big on using customer Comment cards for feedback, on the service as well as the food and beverage.



What personal knowledge, talents, skills and abilities do you think are essential to managing employees in a customer-service friendly culture? I believe management MUST be skilled in public relations so as to be able to communicate with any and all types of guests. Good managers must be quick thinkers on their feet, and must be able to make split-second decisions for the good of the restaurant and the customer alike.

Strong management personnel always lead by example. I believe in making personal table visits 100% of the time when customer dissatisfaction is involved, and I insist that my employees tell management the facts beforehand, so we can make an educated decision on how to handle these types of situations.

What advice would the manager give service providers on how to establish and maintain a customer-friendly service culture? Utilize the strengths of your front-house personnel. Know the advantages and disadvantages of each server; teach them to build on the strong suits; and to take advantage of their individuality and personality.

Joseph, at Margarita's we believe our food and beverage products sell themselves. We are constantly telling our servers, hostesses and bussers that the only way we stand out above our competitors is through superior customer service. And we are very happy to be able to say that this approach has been working. I hope the above information is what you were looking for, and if you have any further questions, please don't hesitate to call me at (920) 429-0400. It's been my pleasure to help with your project. Please be sure to call me over to your table on your next visit, and thanks again for your patronage.

Sincerely,

A handwritten signature in black ink that reads "Tim Kuehn".

Tim Kuehn
Proprietor
Margarita's Mexican Restaurant