

Service & People Midterm Presentation Report
<Managing the customer as an employee>

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Tripod King

Spicy Hot-Pot



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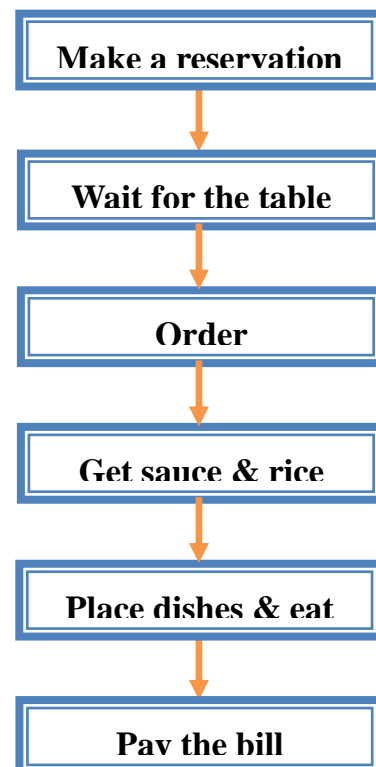
1. Introduction

In the service industry, customer relationship management is always a focal point that lots of savants study about. Especially, when consumers become part of the service processes in many situations (like having dinner in a restaurant, haircut and so on), it's really important to know how companies support and manage consumers' activities. Thus, this report is going to take the hotpot restaurant as an example to describe the role that customers play in the service processes. Another point is to understand what the restaurant does to educate customers, creative their value and also bring benefit for the company.

2. Service Process

The Tripod King's service process was divided into six parts. Usually, it starts with making a reservation or waiting for a table in the restaurant. It's also the first impression on customers and the company. After having the table, customers begin to order, get sauce and rice and wait for dishes. The final part is paying the bill (Chart 1).

Beside, the service process includes the environment, equipment, staff which also can affect the service quality. The next two sections will further discuss the activities, customers' role and how the organization supports them in the process.



(Chart 1)Service process chart

3. Customers' Role in Service Process

In the service process, the role that a customer plays is like a learner. They not just hope to have delicious food and good service, but also want to understand how to make a reservation, choose dishes ,cook , and so on. The following are the details that consumers need to do in Tripod King restaurant :

A. Make a Reservation:

As one of the most popular restaurant, a reservation should be made before you go to Tripod King. Customers need to notify the following details: the date, time, the number of people, and other requests. By the early preparation can the customers get the best place they want!

B. Wait for the table:

- Reservation is checked: Customer will be lead to the reserved seats.
- No reservation but have seats: Customers can not choose the seat they want but they can have the meal immediately.
- No reservation and no seats: Customers should wait for the seats, and the waiter will inform you when it's your turn.

C. Order:

Customers can get some suggestions from waiters and know what type of the ingredients is appropriate to their hot-pod (Picture1).

D. Get sauce & rice:

Customers can make their own sauce by themselves, and the rice is also for free. Every customer can take the quality they want.



(Picture1) two types of the hot-pot

E. Place Dishes & eat:

Waiter will show you the way to cook the ingredients, so that you will have the best tasting. If the customers want some more food , they can also ask the waiters directly.

F. Pay the bill:

Customers pay the bill at the counter.



(Picture2)spicy hot-pot

4. Support of Customers by Organization

To make an excellent service process, the organization has to understand what the customers need and support them. Moreover, it is important to educate, train and manage consumers to do the activities in the process. This part can improve the quality of the service process. The following are the services that Tripod King restaurant provides :

A. Make a Reservation:

The company will reserve the table for ten minutes and remind customers about the appointment time by phone.

B. Wait for the table:

- a. Having a reservation: Waiters take customers to the table directly.
- b. Not having a reservation (free tables): Waiters take customers to the table after cleaning.
- c. Not having a reservation (no free tables): Let customers wait in a waiting area (usually have seats).

C. Order:

In this part, waiters need to communicate with consumers to understand their demand and help them make the decision.

- a. Regular customers: Waiters introduce the new menu.
- b. New customers: For customers' hobbies, waiters introduce the special dishes.

D. Get sauce & rice:

The restaurant designs a sauce area(Picture3) to provide the special sauce for the specific broth and free rice.



(Picture3) the sauce area

E. Place dishes & eat :

Waiters teach customers using the best way to cook and eat. Beside, the special dishes-duck blood, stinking tofu, and pickled vegetable, can be refilled unlimitedly.



(Picture4) the dishes

F. Pay the bill:

The restaurant provides discount for VIP and accepts cash and credit card payment. Also, they help customers to wrap the leftovers up.

G. Supplement:

There are also some elements to support and make the service process better:

- a. Environment: The restaurant provides a clean, comfortable, and high quality eating environment. Especially, the atmosphere there is very Chinese Style.
- b. Equipment: In the restaurant, the tables, chopsticks, dishes, decorations, and even the uniform are all designed by the same style.
- c. Staff: The restaurant shows their respect to customers by some special acts; for example, employees bow to customers in every service link (However, not everyone likes it).



(Picture5) the environment

5. Conclusion

Most of customer value that Tripod King creates is from their service process. For this part, we give the following suggestions to make the process well:

- A.** Wait for the table: They can provide newspapers, magazines, books, the TV for waiting people.
- B.** Order: The company can design some special combos to help customers make decisions and decrease the ordering time.
- C.** Pay the bill: Before paying the bill, waiters can collect the feedback from the customers (by asking or questionnaires).

The waiters in Tripod King are communication bridges between the company and customers, and they also play the important role in the service process. Therefore, to help them to educate and manage customers effectively, company can train the employees' skills of communication, speaking, and observations. After that, employees can assist customers in playing their role smoothly in the process and improving their satisfaction. In short, managing consumers not just can make the service process better, but also can create the customer and company value more.

Reference

Tripod King Website:

<http://www.tripodking.com.tw/>

The blog:

<http://page0504.pixnet.net/blog/post/22406101>

FEEDBACK ON YOUR PRESENTATION

QUICK PRESENTATION FEEDBACK			
GROUP:	IRON MEN		
A	B	C	D
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clear supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

<p>Comments</p> <p>Good start – introduction to the team, topic and structure of the presentation. Clear. Good job. Don't forget the time of the presentation.</p> <p>Use body language to support the presentation.</p> <p>Introduction flows well and develops the logic clearly.</p> <p>Avoid 'hmm'</p> <p>Animate, animate, animate</p> <p>Note how part of the PPT falls off the screen – always allow margins to avoid this problem.</p> <p>Manage the handover more smoothly between presenters. E.g., "I've finished talking about.... Now YYY will talk about..."</p> <p>QU – how know to order at table or not? QU – Free rice is this a norm? QU – same as other restaurant? QU – what aspects different? How do staff take care of that? QU – when get feedback – pay bill – but then they are ready to go! QU – employees – communication, speaking, observation skills</p> <p>Overall</p> <p>Much of what customers learn in restaurants is socialized: they learn how to behave from previous experience. So the restaurant has to take care of novel aspects or where they do things differently from the 'norm'. This is where they can make more efforts to train their customers in their unique way of doing things.</p> <p>The comments on teaching staff to sense and respond to customers are good. Since</p>			

FEEDBACK ON YOUR PRESENTATION

customers often give non-verbal signals here about what they want doing. In the West customers are often more direct with their views.

Grade: 87%