

E A T A L Y

G.U.E.S.T. SERVICE

EATALY SERVICE STANDARDS



Why do we say “guest” rather than “customer?”



# Have you ever invited a guest into your home?

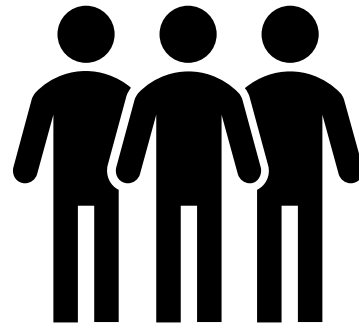
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- Who are they to you?
- How did you prepare?
- What did you do when they arrived?
- What happened next?
- What happened when they were ready to leave?



# The Guest Experience

EATALY



## Environment

- Inviting
- Relaxing
- Clean



## Service

- Proactive
- Empathetic
- Respectful
- Curious



## Product

- Quality
- Authentic
- Well-presented

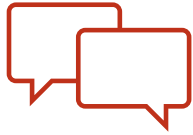
# G.U.E.S.T. Service Standards



**Greet**



**Urgency**



**Engage**



**Suggest**



**Thank you**



Gives a warm welcome that makes our guests feel seen, heard, and valued.

## How to Greet

Smile



Make eye contact



Have open body language



Give a warm greeting



Are polite, professional, and friendly



## The Guest will feel...

Warm and comfortable

Seen and heard

Secure that you're ready to help

Welcome

That they are in good hands

## The 10/5 Rule:

If a guest comes within 10 feet of you, smile!

If a guest comes within 5 feet of you, greet!



# Let's practice!



- Ciao! Welcome to Eataly!
- Good Morning, how can I help?
- Buongiorno! How are you today?
- Good evening! What brings you in today?
- Hello, welcome to Eataly! Are you finding what you need?

Choose one or  
create your own!



# Urgency

What does it mean to work with urgency?

- The guest is the first priority
- Communicate!
- Stay ready – keep areas stocked and clean
- Balance between speed and accuracy
- Ask for help when you need



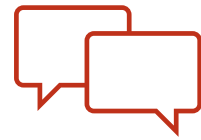




# Let's Practice!

What  
would  
you do?

- You work in QSR and are trying to make a batch of iced tea, when a guest comes up to the counter.
- You work in Retail and are stocking shelves, when you see a guest looking for something in the same aisle.
- A guest asks you about a department or product you are unfamiliar with.



# Engage

- Ask open-ended questions
- Listen actively to the guest
- Anticipate needs
- Answer guests' questions
- Repeat the order or instructions back



# Let's Practice!

## Eataly I-Spy

### Team Member Objective:

Ask open-ended questions to find out what the guest needs.

Tip! Don't forget to repeat the order when you receive it!

### Guest Objective:

Secretly select an objective and an item for the team member to determine.

Tip! You're not trying to fool the team member.

## Objectives

- Looking for a quick bite
- Want to make an Italian meal at home
- Want to sit down and enjoy a meal at a restaurant
- Need to find something to bring to a party
- Need to buy lunch on a break from work
- Want a gift for a loved one
- Need a casual sweet treat

## Items

- Spaghetti Pomodoro
- Large Cappuccino
- Mortadella Focaccia Sandwich
- 1 lb of fresh tagliatelle
- Prosciutto and fresh mozzarella
- Pistachio Gelato in a cone
- Cannoli with chocolate chips
- Margherita Pizza alla Pala
- Cornetto filled with cream
- 6 Pasticcini
- Torta al Cioccolato
- Box of chocolates
- Caesar salad from pronto



# Suggest

## What does suggesting entail?

- A special product that we are featuring
- An item that would complement what they have already ordered
- A product they loved in a restaurant or QSR that they can buy in our retail section
- A way to get to “yes” when a guest asks for something we cannot provide

## We’re not “selling,” we’re suggesting!

- We are the experts
- Actively listen
- If you don’t ask, they can’t say yes







# Let's Practice!

- Fresh Pasta (retail)
- Olive Oil
- Coffee
- Panino
- Guest wants something we do not sell
- Guest really loves something they just ate





# Thank You

## Why is thanking our guests important?

- Communicates our appreciation
- Ends their experience on a positive note
- Lets the guest know we hope they will return

## How do we thank our guests?

- Offer a sincere “thank you” for joining us
- Give them a specific reason to return  
“Thanks for coming in! When you come back, let me know how you enjoyed your cornetto!”

## The 10/5 Rule:

If a guest comes within 10 feet of you, smile!  
If a guest comes within 5 feet of you, THANK!



# G.U.E.S.T. – Review

## Greet

- Smile
- Make eye contact
- Greet with warmth and with the brand in mind
- 10/5 rule

## Urgency

- The guest is the first priority
- Stay ready/ Keep areas stocked and clean
- Package and prep items properly and securely
- Ask for help when you need

## Engage

- Actively listen to the guest
- Repeat the order back
- Make them feel comfortable and at home

## Suggest

- Offer another item to complement what they already ordered
- Suggest any specials or activations
- Address any of the guests' concerns and get to YES!

## Thank You

- Offer a sincere thank you for joining us
- Give them a specific reason to return “come back and let me know how that cornetto was!”
- 10/5 rule

# Debrief

- What words or themes did you hear in today's session?
- How did you feel during this session?
- What was the most valuable part?  
Least valuable?
- How will you apply what we learned to your position?

