

E A T A L Y

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G.U.E.S.T. SERVICE

EATALY SERVICE STANDARDS

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

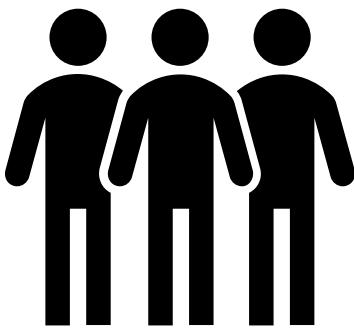


# Have you ever invited a guest into your home?

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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



## Environment

- Inviting
- Relaxing
- Clean

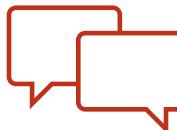
## Service

- Proactive
- Empathetic
- Respectful
- Curious

## Product

- Quality
- Authentic
- Well-presented

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



Greet  
Urgency  
Engage  
Suggest  
Thank you



# Greet

## How to Greet

Smile



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

Make eye contact



## The Guest will feel...

Warm and comfortable

Have open body language



Seen and heard

Give a warm greeting



Secure that you're ready to help

Are polite, professional, and friendly



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?

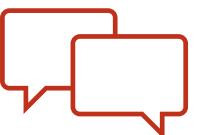
- The guest is the first priority
- Communicate!
- Stay ready - keep areas stocked and clean
- Balance between speed and accuracy
- Ask for help when you need



 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

# Eataly I-Spy

## Team Member Objective:

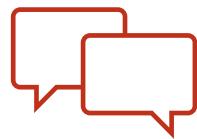
Ask open-ended questions to find out what the guest needs.

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.



# Let's Practice!

## 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 Cioccolatto
- 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	Urgency	Engage	Suggest	Thank You
<ul style="list-style-type: none"><li>• Smile</li><li>• Make eye contact</li><li>• Greet with warmth and with the brand in mind</li><li>• 10/5 rule</li></ul>	<ul style="list-style-type: none"><li>• The guest is the first priority</li><li>• Stay ready/ Keep areas stocked and clean</li><li>• Package and prep items properly and securely</li><li>• Ask for help when you need</li></ul>	<ul style="list-style-type: none"><li>• Actively listen to the guest</li><li>• Repeat the order back</li><li>• Make them feel comfortable and at home</li></ul>	<ul style="list-style-type: none"><li>• Offer another item to complement what they already ordered</li><li>• Suggest any specials or activations</li><li>• Address any of the guests' concerns and get to YES!</li></ul>	<ul style="list-style-type: none"><li>• Offer a sincere thank you for joining us</li><li>• Give them a specific reason to return “come back and let me know how that cornetto was!”</li><li>• 10/5 rule</li></ul>

# 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?

