



# Next Level Service

The Smolar Organization strives to provide what we call “Next Level Service” to all our guests. This is defined as going above and beyond customer expectations.

**Our goal:** Every customer, on every visit, will experience at least two elements of “Next Level Service”.

There are unlimited ways in which we can deliver “Next Level Service” to our customers. Many are as simple as a warm welcome, a heartfelt “Absolutely” or “MY Pleasure” when the customer thanks us, and a fond farewell. “Thank you” as the customer departs. A friendly smile while holding the door for a customer or helping bring a tray to a table.

The key to providing “Next Level Service” is showing honor, dignity, and respect to all customers, so that they will feel cared for and special. Providing “Next Level Service” is important and expected by all team member positions at our restaurants.

We trust you will enthusiastically embrace this concept, and display a “Next Level Service” attitude not only toward our customers, but also to your fellow team members and all others!

## **Customer Service using “Next Level Service”**

Your main responsibility as a team member is to help provide our customers with efficient, courteous service, quality food, and a clean pleasant environment. Therefore, the following are **required** of all team members:

- Please remember to **always smile** and to use **Friendly, Energetic, and Enthusiastic voice reflection** with every customer. Proper voice reflection is **expected and required** in our Drive Thru and at the counter.
- Please remember you are expected to treat every customer (and all individuals) with honor, dignity and respect. While in your McDonald’s Uniform, on or off duty, you are **required to acknowledge every customer you pass**, to include outside on or parking lot, and in all customer service areas, and the restroom with a smile, a nod, and or a greeting. Examples: hi, hello, good morning, good afternoon, good evening, nice to see you again, etc.
- Although we strive for 90-second service at the counter and 120-second service in the Drive Thru, please **do not rush the customer**.
- Remember that the customer is always right. Please **do not argue** with a customer. If you have a situation with a customer that you cannot handle or that the customer feels has not been handled adequately, then **notify a manager immediately**.
- Always provide with **eye contact** a fond farewell and say **“THANK YOU”**.

Print name \_\_\_\_\_

Training Manager \_\_\_\_\_  
Signature

Signature \_\_\_\_\_

Date \_\_\_\_\_