

Service Champion Taco-Tastic Service

In order to set ourselves apart from our competitors we need to deliver a WOW service experience to every Customer every time.

Use this outline to set the tone for the Customer experience.

Just a reminder every up sell you make helps you **EARN MAS!**

Greet



- ❖ Be the best you, positivity is infectious!
- ❖ Give a genuine smile, when you're genuinely happy to see a customer they will respond with the same energy
- ❖ Greet customers within 5 seconds of walking in the door. *"Hi, welcome to Taco Bell, how can I help you today?"*
- ❖ If a customer asks how you are, take the opportunity to use a WOW word. *"I'm taco-tastic, thank you!"*
- ❖ Use a WOW tone! Be energetic and proud to work for Taco Bell. Make sure you can be heard and speak clearly
- ❖ Stand up straight and tall, don't lean on the counter

Take the Order

- ❖ Indecisive customer? Offer suggestions: *"Let me tell you about our featured items."* if they aren't interested, then say *"My personal fav is XXX"*
- ❖ Offer sauces and ask how many
- ❖ Offer one upsell – it's easy to ask if they would like to **double the beef for just 50 cent more.** (this will help YOU EARN MAS!)
- ❖ Always repeat the order for accuracy and suggest one more upsell
 - ❖ If no drink was ordered: *"Would like an ice-cold drink?"*
 - ❖ If drink was ordered: *"Want to try a delicious cinnamon twist?"*
 - ❖ Customer has a drink & dessert? Say: *How about a side of chips & cheese?*
- ❖ Ask customer for a name for the order *"Can I get a name for this order?"* (creates a personal experience for customer & this is required by CORE)
- ❖ Give total: *Your total is \$X.XX please. That'll be out of \$20.00 (if cash is used)*
- ❖ Call out name, make eye contact & give a WOW goodbye *"Your order number is XXX, thank you for coming in and have a burrito-ful day!"*



WOW Words:

Taco-Tastic
Burrito-ful
Spec-taco-lar
Saucesome
Nacho-licious
Cool-tastic
Taco-rocking
Baja-Bussin
Cantina-mazing

Tell the Bell

- ❖ During non-peak hours ask if your customers would like to "Tell the Bell for a chance to win \$500" after they place their order
- ❖ During peak time DO NOT ask during the order taking. Ask as you check on customers while they are in the dining room
- ❖ **If mobile order, payment is not collected*



Drive Through Taco-Tastic Service

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Use this outline to set the tone for the Customer experience.

Just a reminder every up sell you make helps you **EARN MAS!**

Greet



- ❖ Greet customer within FIVE seconds of arriving at speaker – speed is key!
- ❖ Say: *“Hi, welcome to Taco Bell, how can I help you today?”*
- ❖ If a customer asks how you are, take the opportunity to use a WOW word. *“I’m taco-rocking, thank you!”*
- ❖ Use a WOW tone! Be energetic and proud to work for Taco Bell.
- ❖ Use the right volume, make sure you can be heard and speak clearly
- ❖ Be the best you, positivity is infectious!
- ❖ Be genuinely happy see customer they will respond with the same energy

Take the Order

- ❖ Indecisive customer? Offer suggestions: *“Let me tell you about our featured items.”* if they aren’t interested, then say *“My personal fav is XXX”*
- ❖ Offer sauces and ask how many
- ❖ Offer one upsell – it’s easy to ask if they would like to **double the beef for just 50 cent more** (This will help YOU EARN MAS)
 - ❖ If no drink was ordered: *“Would like an ice-cold drink?”*
 - ❖ If drink was ordered: *“Want to try a delicious cinnamon twist?”*
 - ❖ Customer has a drink & dessert? Say: *How about a side of chips and salsa?*
- ❖ Repeat the order for accuracy and suggest and ask if everything is correct on the scree, give total: *Your total is \$X.XX please. Thank you, please pull forward.*

Deliver the Order

- ❖ Greet customer at the window with a big smile and enthusiastic greeting *“Hello, hope you’re having a burrito-ful day!”*
- ❖ Maintain eye contact as much as possible & keep your smile on the whole time
- ❖ Collect payment as you hand out the first bag or drink
- ❖ Include napkins and utensils and don’t forget the straw!

Tell the Bell

- ❖ Include a receipt and Tell The Bell VOC Survey slip with each order
- ❖ Say *“If you call in for our survey you have a chance to win \$500 and tell us how much you loved your visit”*
- ❖ Close with a friendly goodbye and use a WOW word *“Thank you, have a sauce-some day!”* (make sure to close – this is required by CORE)



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