

Customer Relations

Experienced Bartenders already know the importance to customers of friendliness, professionalism and knowledge, Our own experienced bar crew have already adopted their own friendly approach, but if you are new to The Brenchley then these simple rules and guidelines will help you to attain the right approach to professional bar tending.

Welcome

The welcome is the first point of communication between the bartender and the customer. The welcome must be warm and genuine. We want you to welcome and explain our general operation and serve, all the time with a smile.

- Smile and be cheerful, we are a friendly, cheerful bar.
- Welcome to The Brenchley, is this your first visit?
- Explain how they can order, table number, we bring the food out, etc.
- Explain where the toilets are.
- Explain where the outside yard is.
- Explain where the condiments are situated.
- If time is available, indulge in general chit-chat.
- How was your drink/meal?



Farewell

A warm, genuine farewell is essential. The last experience for the customer is often the only one they remember, so always say “goodbye”, “thank you”, and “hope to see you soon” in a warm, sincere manner.

Calling Time

When time is called at the bar please inform customers that a 40 minute drinking up time is normal policy, should a customer request another drink, politely inform them that the bar is UNFORTUNATELY closed, and thank them for their custom.

Customer Awareness

This means you know exactly what your customers are doing from the second they walk up to your station to the second they leave. This awareness enables you to give true professional service.

Presentation

This covers the entire customer experience whilst in YOUR environment. The way your station is presented, clean and clutter free. Your appearance, manner and of course implementing The Brenchley way to the best of your ability. We believe all of these standards must be met, all of the time, for your presentation to be successful.