

THE
CUSTOMER
CARE

SERIES

GRIMME DOESN'T PAY



TRAINEE WORKBOOK

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Sign In

Welcome to the *Grime Doesn't Pay* Training Program. Please begin by writing in your name and the other information requested below.

Your name: _____

Today's date: _____

Your position: _____

Your restaurant's name and location: _____



Introduction

Caring for customers involves far more than simply serving them tasty meals and beverages. Hey, *anybody* can do that! Competition is fierce in the restaurant business. Consumers have more choices today than they've ever had before. Customers demand – and deserve – good food for the money they spend. But even *that* may not keep them coming back. Combine all that with great service, though, showing customers that you care about their experience at your restaurant, and they *will* come back time after time.

So what does all this have to do with the “*Grime Doesn't Pay*” DVD you should have just watched? Well, hopefully this view of a filthy restaurant through the eyes of the guests has shown you that cleanliness is a fundamental part of customer care. In a clean restaurant, customers are more comfortable. In a clean restaurant, customers buy more. In a clean restaurant, customers have more fun and come back ... with their friends.

You won't be reading about food-borne illnesses or proper hand-washing techniques in this workbook. This program is about cleanliness in the front of house – the good old-fashioned kind that your mother used to nag you about. It's about sponging off sticky syrup blobs on tables, wiping water spills off the restroom countertop and keeping your personal appearance clean and presentable. These are cleanliness issues that may not affect your customers' *health*, but they do affect your customers' **perception** of your restaurant. And their *perception* about your entire operation can be tainted by just one unclean item. It could be just one dirty fork that makes them decide never to return to your restaurant!



What's in it for *you* to keep the place clean? A valid question, because no one ever says, “The food really sucks here, but this restaurant is so *clean*. I think I'll leave my server a great big tip!” On the other hand, how many times have you heard this? “Boy, the food *looked* great there but I was afraid to eat it – that place is filthy. I'm never going back to that dive.”

Everyone who works in your restaurant has a stake in keeping things clean. That means going the extra mile – cleaning beyond your own section, tidying up the restroom even when you're on your break – *anything* it takes. It means going to the source of the problem *and solving it*. Most important, it means you and your co-workers working together as a team for the benefit of your restaurant – and for the care of your customers.

How To Use This Book

Welcome to the *Grime Doesn't Pay* Training Program. You and your peers are going to be working together to build a cleanliness system. The core of the program consists of the *Grime Doesn't Pay* DVD and this *Trainee Workbook*. If you haven't watched the DVD at this point, do so now.

The information in this workbook is broken down into three chapters:

- In Chapter One, you'll learn how to "Turn On Your Radar" to scan your **environment** for *potential* cleanliness problems.
- In Chapter Two, you'll begin to "Lock-On Your Target" by building a list of the specific areas that need cleaning.
- In Chapter Three, you'll "Eliminate the Problem" and take the initiative to clean up your act! That means yourself, your section or area, and your entire restaurant.

Each of these chapters consists of three sections:

- General cleanliness guidelines
- A place to add your restaurant's cleanliness policies or rules
- A place to add your own ideas or suggestions about cleanliness

At the end of the training, you'll decide on 15 cleanliness tasks and write them on the pull-out checklist in the back of this workbook. You'll be asked to complete each of those tasks every day for the next 21 days (or 21 shifts). For all you fear-of-commitment types, don't worry: Many of these tasks you're probably already doing every day. But don't try to cut corners by listing only the easy tasks, because your manager will also have an opportunity to add to your list and insert your restaurant's cleanliness policies.



Learning Goals

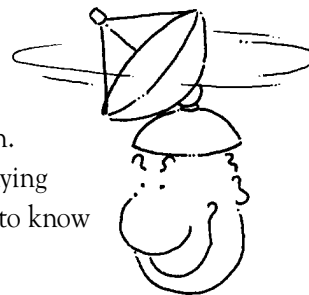
When you finish this training program, you will:

- Understand the importance of cleanliness from the customer's point of view.
- Create an environment that attracts more **guests** – and keeps them coming back.
- Know how to scan for existing or possible cleanliness problems.
- Know what cleanliness problems to look for.
- Know what steps to take to eliminate the problem – and to go to the source to keep it from happening again.
- Know when to turn out-of-control cleanliness problems over to a manager.
- Have your own 21-day checklist of cleanliness tasks.



Chapter One

Turn On Your Radar



The first step toward a clean restaurant is simply paying attention. It's hard to keep things clean if you aren't aware of them. But paying attention doesn't have to be a full-time job. The important thing is to know *when* and *where* to look for cleanliness problems.

Your customers probably don't care that your dog is a bit mangy or that your ride is a real beater. They will, however, care about at least three things: your appearance, the appearance of the restaurant grounds, including the parking lot and entryway, and the appearance of the entire dining room, including service stations, cashier areas or bars. You'll need to turn on your grime radar whenever you monitor each of these areas.

First, pay attention to *yourself*. When do you turn on your personal radar? Whenever you have a chance to check yourself out. For example, take a peek in the mirror as you're getting dressed before your shift, when you visit the restroom or after a break. Your restaurant has spent a considerable amount of time, energy and money to present the best possible **image** to your customers. That can all go to waste if you're not clean and presentable.

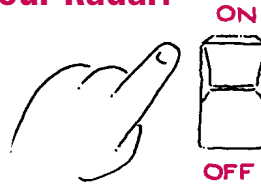
The next opportunity to switch on your radar is whenever you're working in your section or work area. You should constantly be searching for any cleanliness problems there.

Finally, take a look around whenever you enter or leave the restaurant. Your customers will notice the condition of your parking lot, your entryway, your signs, your windows, etc. So turn on your radar as soon as your restaurant comes into view – and keep it on until your restaurant drops from sight as you leave.

General Guidelines for Turning On Your Radar:

Monitor yourself whenever:

- You're getting dressed for work
- You arrive at work, before your shift
- You use the restroom
- You take a break



Monitor your section or work area:

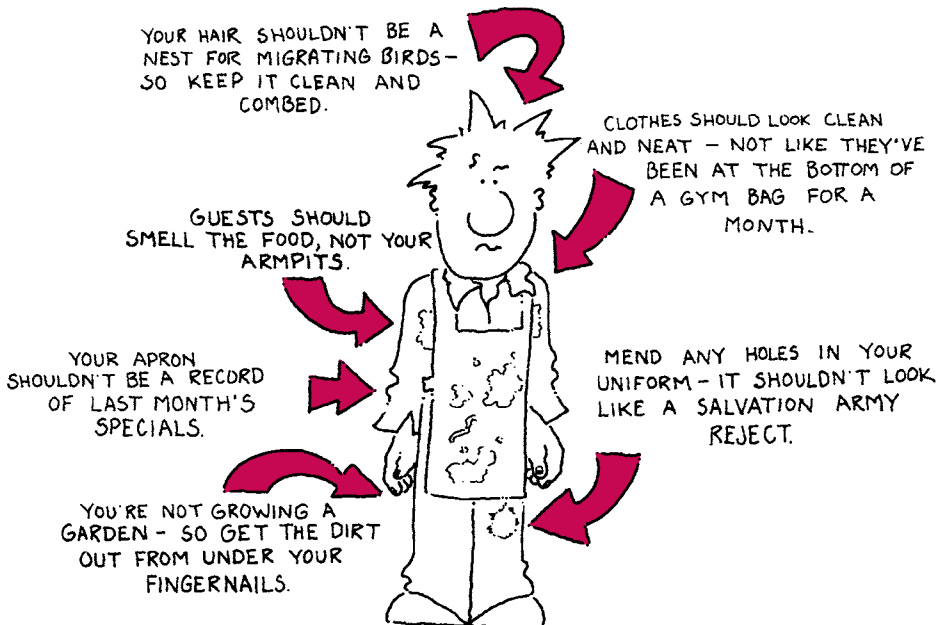
- Constantly**

Monitor the restaurant and its surroundings whenever:

- You arrive for your shift
- During your shift
- You leave after your shift

What needs work?

Place a check next to the one guideline above that you feel you need to work on the most.



Your Restaurant's Policies for Turning On Your Radar:

(Please write your responses in the blanks below. Ask your manager if you're not sure about your policies in the following areas.)

Appearance (When should you check yourself out?)

- _____
- _____

Section or Station (When should you scan for cleanliness trouble?)

- _____
- _____

Restaurant and Surroundings (When should you scan your surroundings for cleanliness problems?)

- _____
- _____

What needs work?

Place a check next to the one guideline above that you feel you need to work on the most.

Your Personal Guidelines for Turning On Your Radar: (Please list at least three)

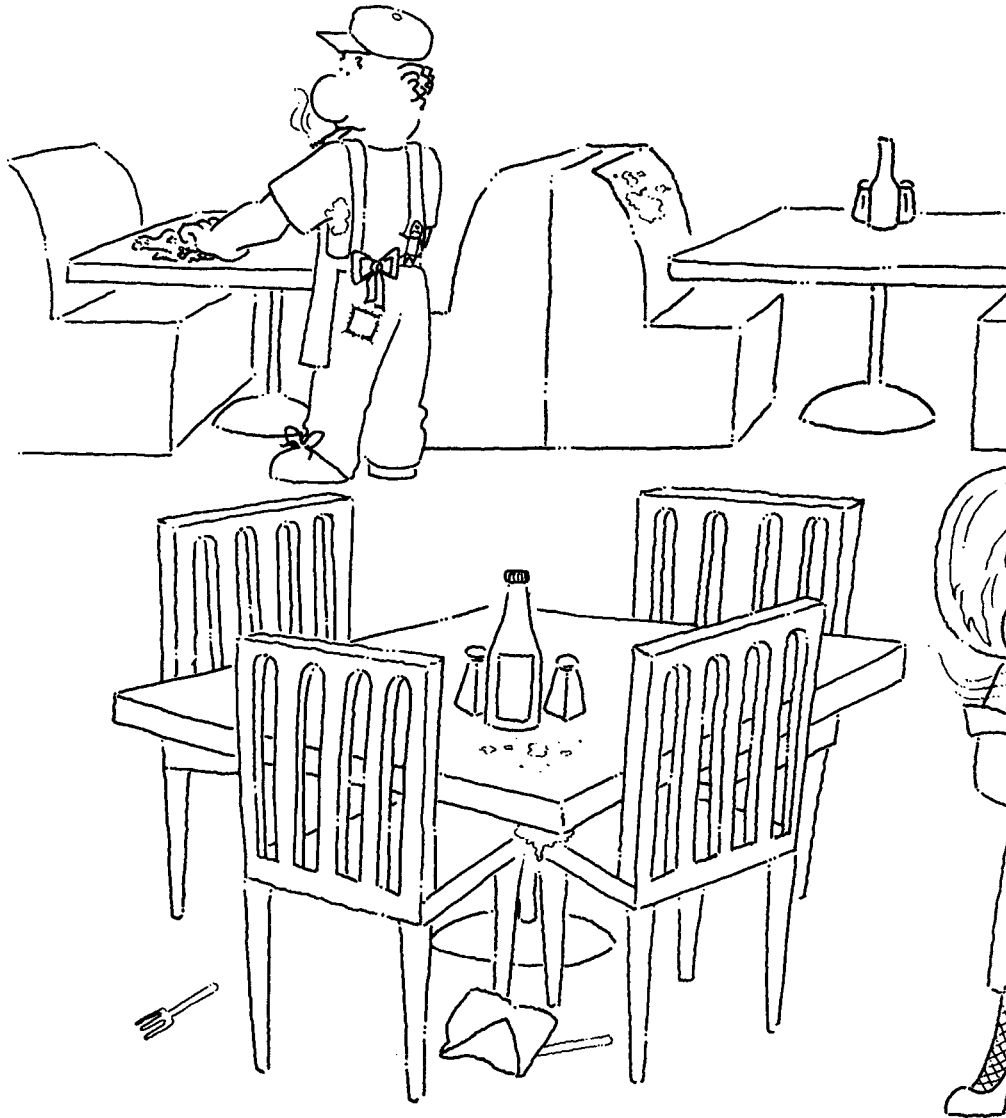
- _____
- _____
- _____
- _____
- _____

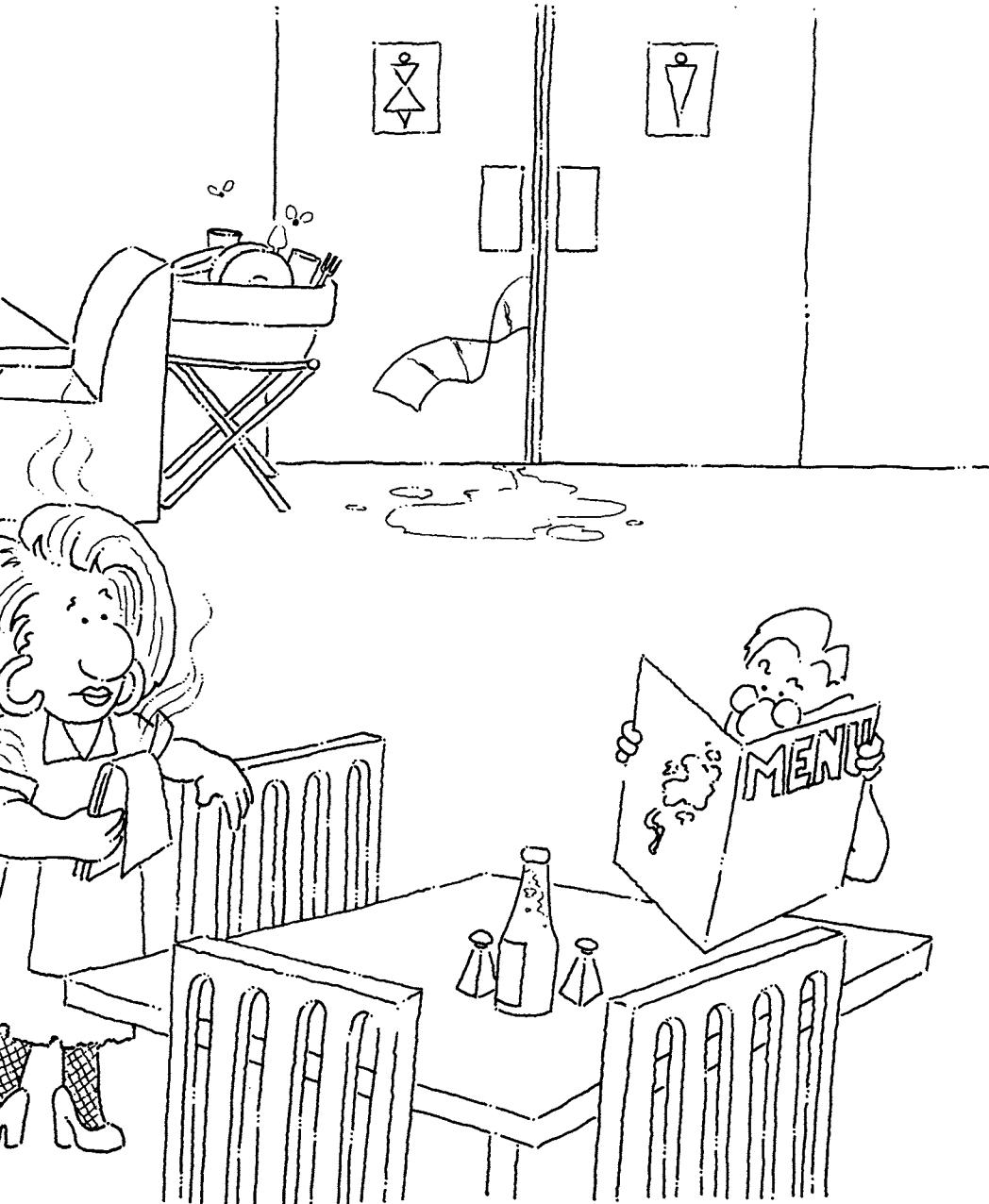
What needs work?

Place a check next to the one guideline above that you feel you need to work on the most.

What's Wrong With This Picture? Quiz

Now that you know how to turn on your radar, let's see if your scanner is in working order. Here's a restaurant scene that may remind you of the one you saw in the DVD. Arm yourself with a pen or pencil, turn on your **radar** and circle everything you see wrong with this picture. There are 15 problem areas – some should be obvious, some are a little better hidden. Can you find them all?

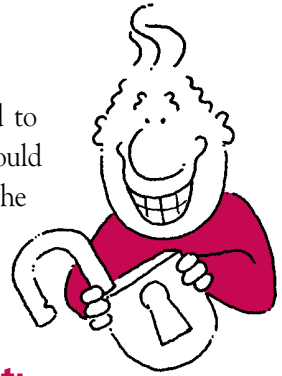




Chapter Two

Lock-On Your Target

Awareness is fine, but it isn't enough. Once your radar is on, you need to know what you're targeting. There are two primary target categories you should lock-on to: Things that are unclean or out of place and things that have the *potential* to be unclean or out of place. What precisely do you need to target? Let's build a list.



General Guidelines for Cleanliness Areas to Target:

Personal Hygiene:

- Body odor
- Bad breath
- Excessively scary hair
- Dirty or unpressed uniform, apron or work attire
- Dirty hands or nails

Building Exterior:

- Littered drives, parking lot or sidewalk
- Smudged windows
- Burned out lights or signs
- Overgrown weeds

Entryway:

- Newspapers and brochures in disarray
- Fingerprints on door glass
- Outdated posters
- Trash, cigarette butts on floor



Dining Area:

- Unclean or littered floors
- Spotted silverware
- Lipstick on glasses
- Soiled booths, seats or high chairs
- Unclean tabletops
- Dirty, greasy table condiments, table tents and accessories
- Dusty window sills and baseboards
- Burned out light bulbs
- “Fuzz” on air vents

Restrooms:

- Water spills on countertops
- Puddles on floors
- Lacking essential supplies

What needs work?

Place a check next to the three guidelines above and on the previous page that you feel you need to work on the most.

Your Restaurant's Policies on Cleanliness Areas to Target

(Please write your responses in the blanks below. Ask your manager if you're not sure about your policies in the following areas.)

Appearance (What are your restaurant's policies on personal hygiene?)

- _____
- _____

Section or Station (What are your restaurant's policies on cleanliness in your individual work area?)

- _____
- _____

Restaurant and Surroundings (What are your responsibilities in keeping the whole place clean?)

- _____
- _____

What needs work?

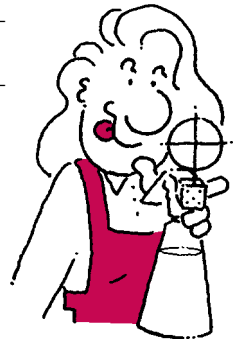
Place a check next to the three guidelines above that you feel you need to work on the most.

Your Personal Ideas on Cleanliness Areas to Target *(Please list at least three)*

- _____
- _____
- _____
- _____
- _____

What needs work?

Place a check next to the three guidelines above that you feel you need to work on the most.



Lock-On Your Target Quiz

Hidden in this puzzle are 12 greasy, grimy problems that are commonly found in any restaurant. (You'll find the complete list at the bottom of the page). The words and phrases may go across, down or at a diagonal. Circle each term as you find it. We've circled "trash" for you. Can you **lock-on** to the rest of them?



bad breath
body odor
crumbs
dirty hands

greasy hair
grime
litter
smudges

spills
stained apron
sticky menus
trash

Chapter Three

Eliminate the Problem

The radar is beeping. You've locked-on your target. Now what do you do? This part is easy: Clean it up. Pick it up. Put it in its place. Throw it away. Scrub it. Polish it. Eliminate the problem.

General Guidelines for Eliminating the Problem:

Personal Hygiene:

- Take a shower/bath
- Brush your teeth
- Fix your hair
- Wash and press your uniform or work attire
- Scrub** your hands and nails

Building Exterior:

- Pick up trash in the parking lot or on the sidewalk
- Clean smudges off windows
- Replace burned out lights or signs
- Pull weeds

Entryway:

- Tidy newspapers and brochures
- Wipe fingerprints off door glass
- Take down outdated posters
- Pick up trash, cigarette butts on floor

Dining Area:

- Pick up litter on floors
- Check every piece of silverware, return spotted or dirty items to dishwashers
- Check every piece of glassware, return spotted or dirty items to dishwashers
- Wipe off every booth, seat and high chair
- Wipe off every table surface
- Wipe off every table tent, salt and pepper shaker, etc.
- Dust window sills and baseboards
- Replace burned out light bulbs

Restrooms:

- Wipe up** water spills on countertops
- Mop puddles off floors
- Stock restrooms with essential supplies



What needs work?

Place a check next to the five tasks above and on the previous page that you feel you need to work on the most.

Your Restaurant's Policies on Eliminating the Problem

(Please write your responses in the blanks below. Ask your manager if you're not sure about your policies in the following areas.)

Appearance (What are your restaurant's policies on how to **maintain** your personal appearance?)

- _____
- _____

Section or Station (What are your restaurant's policies on how to maintain your individual work area?)

- _____
- _____

Restaurant and Surroundings (What are your restaurant's policies on how to maintain the cleanliness of the whole area?)

- _____
- _____

What needs work?

Place a check next to the five tasks above that you feel you need to work on the most.

Your Personal Ideas on Eliminating the Problem: *(Please list at least five)*

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

What needs work?

Place a check next to the five tasks above that you feel you need to work on the most. At the end of this workbook you'll write the tasks you've checked into your Cleanliness Checklist, so be sure to choose only the tasks you're willing to **commit** to performing for the next 21 days.



Eliminate the Problem Quiz

Eliminating the problem is the easiest part, since you already know what has to be done. (You *do* already know what has to be done, don't you?) Well, let's just make sure. Listed below are 12 solutions to **cleanliness** problems – but they're incomplete. Can you match the letter of the word or phrase on the right with the word or phrase on the left to complete a logical statement? Some questions could have more than one answer, but there's only one right way to solve the whole quiz. We've completed the first phrase for you. Can you figure out the rest of them?

I will:

- | | |
|------------------------------------|--------------------|
| 1. Brush my <u>teeth (f)</u> | a. light bulbs |
| 2. Apply _____ | b. water |
| 3. Take a _____ | c. window sills |
| 4. Iron my _____ | d. shower |
| 5. Pick up _____ in the entryway | e. windows |
| 6. Wipe streaks off _____ | f. teeth |
| 7. Sweep up _____ on floors | g. crumbs |
| 8. Change burned out _____ | h. cigarette butts |
| 9. Stock toilet paper in the _____ | i. menus |
| 10. Clean the dust off _____ | j. deodorant |
| 11. Mop up _____ spills on floors | k. uniform |
| 12. Wipe sticky messes off _____ | l. restroom |



Summary

Keeping yourself and your working environment clean and tidy is not a matter of knowing how to do it. You know *how* to clean a tabletop, pick up litter from a parking lot and wipe down a greasy table tent. The issue is knowing *when* and *what* to clean – and then doing it! This brief training program will launch you on a cleanliness program that will create, if done consistently, simple cleanliness habits.

No matter how diligent you are in eliminating cleanliness problems in your restaurant, though, you may still find an occasional cleanliness task that you can't take care of on your own. What to do? Report it to your manager. What to report to your manager:

- Stopped up toilets or drains
- Another server's sidework that wasn't completed
- Burned out lights or signs
- Problems requiring special attention
- Projects that take more time than you have

But before calling for help, it's important for each person to take responsibility to seek out and eliminate the actual *causes* of cleanliness problems. Spotting and cleaning a dirty fork is helpful. But take that an extra step: determining *why* that fork wasn't cleaned in the first place and fixing *that* problem (maybe poor stacking in the dishwasher) can make all the difference in the world. When you've determined the cause, alert the manager so that he or she can make sure it gets taken care of during other shifts.

One final thought. A single dedicated person can't bring cleanliness to a restaurant. The goal of a clean dining environment can only be achieved when all members of the **team** work together.

OK people, let's be careful out there.





Your Final Assignment

1. Turn back to the page numbers listed below to find the “colored words” – words and phrases that appear in color within the text (not headlines!). Write the colored words in the spaces below next to the clues.

2. Use the colored words to fill in the crossword puzzle on the next page. The page numbers listed below correspond with the numbers in the puzzle – the first letter of the colored word should go in the box with the matching page number. (Note: Most of the colored words are just one word, but some are two-word phrases. Just treat the phrases as if they’re one word – ignore spaces and punctuation!)

Ready? Let’s get started:

Step 1:

Turn back to...

Write the “colored word” here...

Page 3:

Page 4:

Page 5:

Page 6:

Page 7:

Page 8:

Page 9:

Page 10:

Page 12:

Page 13:

Page 14:

Page 15:

Page 16:

Page 17:

Page 18:

Page 19:

Page 20:

Page 21:

