



a guide to effective telephone service at zingerman's

Since we view answering the ringing telephone as everyone's responsibility, the first item of business is how to answer the telephone at Zingerman's.

1. If the phone is ringing, answer it.

"Good morning (or evening or afternoon), Zingerman's (fill in the appropriate business), may I help you?" Answering the phone is everyone's responsibility, regardless of department. Not answering the phone is like ignoring a guest standing at the counter waiting to order. We do a great deal of our business over the phone. It is imperative that we give the best, most professional service possible whenever we are on the phone.



2. "Body language" talks.

Our guests may not be able to see you, but nevertheless you communicate your "body language" and attitude over the phone lines. We are committed to giving the same exceptional service on the phone as we would to a guest standing right in front of us.

3. Politeness counts.

On the phone courtesy counts even more than in person. Be careful to convey patience and gratitude for the guests' business at all times.

4. "Can you hold, please?" is a question, not a statement.

Be sure to give the guest a chance to answer your question before you put them on hold.

5. Accuracy and attention to detail are critical.

Always read back an order to the guest to avoid mistakes. If a guest is phoning in an order for pick-up, always tell him/her where to pick it up and the current wait.

6. End every call by thanking the guest.

Always end every call enthusiastically by thanking the guest for calling. We want them to be glad they called Zingerman's.