# CUSTOMER SERVICE POLICY

**\*CUSTOMER SERVICE IS OUR NUMBER ONE PRIORITY\***

Our employees possess the power to provide every customer with an extraordinary dining experience. Our customer service policy highlights special tools at your disposal for preventing unhappiness and creating raving fans.

Remember, customer service is our number one priority. As a member of Isaac’s Deli, Inc. team, you have many job duties and policies to follow, but none are more important than making customers happy!

1. **Treat Customers Like Friends.** Every customer wants to be recognized and appreciated. Think of them as guest in your living room.
2. **Read Customers Like A Book.** Watch for signs of unhappiness and swoop in to prevent any escalation of unhappiness.
3. **Every Customer Is Everyone’s Responsibility.** Never develop “tunnel” vision for only your station or for the take-out counter.
4. **If A Customer Doesn’t Like It And You Can’t Fix It,** do not ask him/her to pay for it.
5. **Never Respond Defensively To Customer Complaints.** Customers are not angry at you – only the situation! You need to remember that – even if you feel attacked!
6. **Apologize For The Situation Regardless Of Who Is Responsible.** A smile and a sincere apology will usually appease an unhappy customer.
7. **Remember That Your Paycheck Comes From The Register Your Customers Put Their Money Into.** It is only processed by the company called ISAAC’S DELI, INC.
8. **Practice Patience, Practice Tolerance, Practice The Golden Rule.** Over and over and over again. Upset customers are opportunities – not problems.
9. **Talk To Each Other About Unhappy Customers.** Do this in an effort to prevent them – but always out of earshot from other customers.
10. **Make Your Best Effort To Assure All Customers Leave The Restaurant Happy.** You hold the power, you possess the skills and you have permission to Make That Customer Happy!

Philip R. Wenger

Founder and CEO of Isaac’s Deli, Inc.