

CUSTOMER EXPERIENCE Starter Guide™

HAPPY CUSTOMERS. STRONGER BUSINESS.

Simple strategies to create **amazing** experiences that bring customers back and build **loyalty**.



People Remember How You Make Them Feel! Make It GLOW!

1 WHY CUSTOMER EXPERIENCE MATTERS

- CREATES REPEAT CUSTOMERS**
Happy customers return again and again.
- GENERATES REFERRALS**
They tell their friends and bring new customers.
- INCREASES POSITIVE REVIEWS**
Great experiences lead to great reviews.
- BUILDS COMMUNITY TRUST**
People trust businesses that treat them right.
- HELPS YOUR BUSINESS STAND OUT**
You become the preferred choice.

2 FIRST IMPRESSIONS MATTER

Customers notice:

- CLEAN SETUP**
A clean space shows you care about quality.
- PROFESSIONAL APPEARANCE**
Present yourself and your brand with pride.
- FRIENDLY GREETING**
A smile and hello go a long way.
- CLEAR MENU**
Easy to read. Easy to choose.
- ORGANIZED WORKSPACE**
An organized setup builds confidence.

Remember: People often decide how they feel about your business before they taste your food.

3 THE CUSTOMER EXPERIENCE FORMULA

- SMILE**
Be welcoming and approachable.
- LISTEN**
Pay attention to customer needs and preferences.
- SERVE**
Provide quality food and excellent service.
- THANK**
Always show appreciation and say thank you.
- INVITE BACK**
Give customers a reason to return.

Great food brings them in. Great experience brings them back.

4 SMALL THINGS CUSTOMERS REMEMBER

- BEING GREETED
- FAST SERVICE
- ACCURACY EVERY TIME
- CLEANLINESS
- POSITIVE ATTITUDE
- FEELING APPRECIATED
- CONSISTENCY
- A GREAT EXPERIENCE

Little things. Big impact.

5 HANDLING CUSTOMER COMPLAINTS

- STAY CALM**
Keep your cool and remain professional.
- LISTEN CAREFULLY**
Let the customer speak without interrupting.
- APOLOGIZE WHEN APPROPRIATE**
A sincere apology shows you care.
- OFFER SOLUTIONS**
Find a way to make it right.
- LEARN FROM FEEDBACK**
Use feedback to improve your business.

TIP: A well-handled complaint can create a loyal customer for life.

6 CUSTOMER EXPERIENCE CHECKLIST

- Greet every customer
- Maintain a clean setup
- Keep wait times reasonable
- Answer questions politely
- Thank customers
- Encourage reviews
- Follow up when possible
- Stay professional

Consistency creates loyalty.

7 QUICK SUCCESS TIPS

- LEARN CUSTOMER NAMES**
Make it personal.
- REMEMBER REPEAT CUSTOMERS**
They'll notice!
- ASK FOR FEEDBACK**
Show you value their opinion.
- REWARD LOYALTY**
Give them a reason to come back.
- STAY CONSISTENT**
Great experiences build trust.
- FOCUS ON SERVICE, NOT JUST SALES**
People come first.

Amazing service + Quality food = Customers for life.

Experience IS YOUR ADVANTAGE

People Remember How You Made Them Feel. MAKE EVERY EXPERIENCE COUNT.

BUILD RELATIONSHIPS. EARN LOYALTY. GROW TOGETHER. GLOW FOREVER.™

YOUR CUSTOMER EXPERIENCE IS YOUR REPUTATION. PROTECT IT. IMPROVE IT. GROW WITH IT.

Studio GLOW Kitchen™
Build • Brand • Grow
We're here for you. We've got your back.