

# Earth BAR Customer Service Training



Earth

# What is Customer Service?

Customer service is the support you offer your customers — both before and after they buy and use your products or services — that helps them have an easy and enjoyable experience with you.

A dark circular logo containing the text "EarthH" in white, bold, sans-serif font.

EarthH

# THE BARTENDER

EarthH

# The role of the Bartender

Most modern bartenders are be multi-skilled individuals focused on providing great-tasting drinks quickly and efficiently while giving their guests memorable experiences to enjoy and remember.

## What makes a great bartender?

One of the great things about bartenders is that it allows you to be you!  
Everyone has his or her style.

There are, however, common Characteristics almost all great bartenders share...

A black circular logo with the text "EarthH" in white, bold, sans-serif font.

EarthH

# Great Bartenders Characteristics

Personality

Skills

Awareness & communication

Cleanliness

Knowledge

Professionalism

Teamwork

Sales

Confidence

Consistency

A black circular logo with the text "EarthH" in white, bold, sans-serif font.

EarthH

# Great Bartenders Characteristics

## Personality

This can not be taught; great bartenders are upbeat, fun, great conversationalists.

You need to connect with your guests in a way that has them returning for more.

Everyone has a different personality, and although you may not be the loudest, most energetic and infectious person in the world, you might be a good listener with a relaxed, approachable attitude that is the right fit for the bar.

A black circular logo with the text "EarthH" in white, bold, sans-serif font.

EarthH

# Great Bartenders Characteristics

## Skills

This can be taught; it takes time and practice to become a great bartender; the primary skills are learning to serve and make great quality drinks and to provide fantastic hospitality.

# Great Bartenders Characteristics

## Awareness & communication

Greater awareness and communication will make everyone's job easier.

First, make sure you know the bar, stockrooms and the venue inside out, so you can always find anything you need. Always be aware of your guest's needs, ensuring they have a great experience and if they require anything.

Second, as a bartender, you need to have good communication skills with staff and guests.

A black circular logo with the text "EarthH" in white, bold, sans-serif font.

EarthH



# Great Bartenders Characteristics

## Cleanliness

A great bartender will always be clean, neat and tidy. Bars are not only drinking preparation areas but also part of the over decor and ambience of the room. Keeping the bar clean is a fundamental part of bartending and must be a top priority.

# Great Bartenders Characteristics

## Knowledge

Great bartenders are the ones who know what products they sell behind the bar, how to sell and upsell, and to whom to sell them too.

A black circular logo with the text "EarthH" in white, bold, sans-serif font.

EarthH

# Great Bartenders Characteristics

## Professionalism

A great bartender is always professional, from being accurate when pouring and making drinks to dealing with guests and other staff members. A great bartender takes pride in everything they do, always keeps the bar clean and tidy and always completes jobs to the best of their ability.

# Great Bartenders Characteristics

## Teamwork

You are a team member; you must help the team maintain a smooth running bar by being a team player. You will be dealing with other staff, such as security, duty managers, reps, promoters, and other superiors; it's important to remember that you are all part of the same team and help each other when possible.

# Great Bartenders Characteristics

## Sales

Bartending is sales based; therefore, the best bartenders are usually great salespeople. A great bartender is sales oriented and knows all about the products they sell, not just the cocktails but the spirits, wine, beers, soft drinks and liqueurs; at first, selling can seem to be a difficult thing to master, but with training, practice and knowledge it can be an enjoyable and profitable skill to learn.

# Great Bartenders Characteristics

## Confidence

An essential trait for any bartender is confidence. Confidence comes from having all of the above qualities. Confidence cannot be taught. However, it can be encouraged and gained by being 100% certain of what you know and the ability and limitations you place on yourself. A great bartender has the utmost confidence in what they do when they are behind the bar, which is communicated to your guest and teammates.

# Great Bartenders Characteristics

## Consistency

A very important factor in working behind the bar, consistency makes you and your teammates stand out. Consistency means that you produce the same product every time you pour a drink and give the same fantastic hospitality to every guest.

# COMMUNICATION



Earth



# How We Communicate

When you communicate, you are essentially sending and receiving messages. You are sending messages through your speech and your actions and receiving messages by looking and listening.

**Body Language =  
55% of the Total Message**

The body language you display, such as gestures, posture, and facial expressions, constitutes more than half of the communication.

**Tone of Voice =  
38% of the Total Message**

The tone, pitch, and modulation of your voice play a significant role, making up 38% of the communication.

**Words You Say =  
7% of the Total Message**

The actual words used in communication account for a small portion, only 7%, of the overall message conveyed.

This breakdown emphasizes that effective communication relies heavily on non-verbal cues and vocal characteristics, rather than solely on the words spoken.

# **EFFICIENCY AND SPEED**

**EarthH**

# Efficiency and Speed

Efficiency is the ability to accomplish a job with a minimum expenditure of time and effort and is a result of the systems, preparation, planning and organisation. It's working smarter, not harder, with finesse, not force.

However, please don't underestimate the importance of speed. It is the combination of both efficiency and speed that is crucial to becoming a great bartender.

Our commitment is to get guests their beverage as fast as possible, with no more than two to three minutes of serving time:

**30 seconds** place an order and take payment

**Between 1 and 2.5 minutes** to prepare and serve the customer's order



EarthH

# Efficiency and Speed

Shift readiness is the most significant contributor to efficiency; this sets you up for success with the bartender checklist and last check to ensure that all of your tools of the trade are in place. Of course, the items you expect to use the most throughout the shift should be closest to you; aside from this, maintain your focus at all times.

On the other hand, a slow bartender is a surefire way to lose customers fast for two reasons: customers don't like waiting too long to place an order or receive their drinks. Customers who experience this once might come back, but the second time will be the last.

# Bartender Efficiency Tips

When building multiple orders, grab 2 to 3 cups in the palm of your hand and fill up all cups with ice at the same time.

When all your cups are filled with ice, place the cups down. Pour all the spirits together - the goal is never to touch the same bottle twice while making multiple drinks for one order.

If customers have ordered six or more drinks, make the same family of spirits simultaneously. For example, 3x vodka sodas, 2x tequila and lemonade and a gin and tonic; pour the vodka first, then the tequila and then the gin.

# Bartender Efficiency Tips

Pour mixers together with two hands. If you have more than one vodka soda, open 2x or more soda water, and then use two hands to pour each cup.

Pour all draft orders last if the order is mixed and pour them together.

Find ways to minimise your trips through the bar and the number of times you reach for the same ingredient.



# Drink Making Priority Order

There are some guidelines with the order you prepare that helps to ensure that the quality of our drinks is at best when serving to guest:

Start with **Soft Drinks, Juice & water**: Easy and quick to make, these can be made and served to guests quickly.

**Wine & Packaged beer**: Again quick and easy to pour; quality won't be compromised waiting a few minutes at the bar.

End with **Draft**: The “head” will be gone if the draft sits too long. The head on the beer is essential because it helps provide the beer's aroma and is also essential for the aesthetic look of the beer. Ensure this is the last thing you prepare.

# BARTENDER ETIQUETTE

Earth



# Bartender Etiquette

Great decor, good prices and magnificent music alone won't bring in the customers – friendly and efficient staff do.

Customers notice when staff are ill-tempered, ill-equipped or badly trained. They respond better to a welcoming and efficient bartender.

The better service the bartender provides, the more likely the customer will return (and tip for your service).



# Bartender Etiquette

Be welcoming and polite. Smile and greet customers when they arrive at the bar.

The bar is a stage; maintain professionalism.

Continuously educate yourself on what the bar serves and why.

When the bar is busy, make customers aware who is next in line to be served. This avoids future grief and hassle and it also puts customers at ease, knowing that they have been acknowledged and that they will be served in due time.

A black circular logo with the text "EarthH" in white, bold, sans-serif font.

EarthH

# Bartender Etiquette

When serving a customer, always repeat the order back to the customer. This helps avoid mistakes when preparing drinks.

Always maintain a clean and orderly bar.

Never touch the rim of the glass when serving. A simple rule to bear in mind is – the top half of the glass is the customer's and the bottom half of the glass is the bartenders.

Keep personal hygiene tip-top clean. Do not touch your face, hair, or other body parts, and always be seen washing your hands.

A black circular logo with the text "EarthH" in white, bold, sans-serif font.

EarthH

**ANTICIPATE,  
ACCOMMODATE,  
EXCEED**

A dark circular logo containing the word "Earth" in white text.

**Earth**

# Anticipate, Accommodate, Exceed

You must learn to anticipate the needs and wants of your customers, be able to accommodate those needs and wants, and always strive to exceed the expectations your customers have.

## ANTICIPATE

Know the reason for your customers visit.

Interpret the needs and wants of your customer.

Be aware of the expectations of your customer.

Make suggestions and recommendations.



# Anticipate, Accomodate, Exceed

You must learn to anticipate the needs and wants of your customers, be able to accommodate those needs and wants, and always strive to exceed the expectations your customers have.

## ACCOMMODATE

Always ensure the customer is the number one priority.

Always acknowledge your customers promptly.

Offer a warm welcome and a fond farewell.

Build a rapport; make your customers feel welcome and at home.



# Anticipate, Accomodate, Exceed

You must learn to anticipate the needs and wants of your customers, be able to accommodate those needs and wants, and always strive to exceed the expectations your customers have.

## EXCEED

Create the best possible experience for your customer.

Engage with the customer.

Always aim to tailor the experience for your customer.

Do something extra or special for your customer.



# COMPLAINTS





# What are the most common bar complaints?

Long wait times, slow service | Poor quality of products | Rude service | Poor hygiene | Order mixups | Prices | Bartender lacking drinks knowledge



# Dealing with complaints: H. E. A. T.

Handling a complaint can be a challenge and it's all too easy to take a guest's words too personally when your work is being critiqued. To handle a complaint successfully follow the H.E.A.T principles as laid out below:

## **H – Hear the complaint.**

Actively listen to your guest, make consistent eye contact, and give them your complete undivided attention.

## **E – Empathise with the guest.**

Most guests will find complaining an uncomfortable experience, make this as easy as possible for them by reassuring them this feedback is helpful, understood, and wanted.

A black circular logo with the word "Earth" written in white, bold, sans-serif font inside it.

**Earth**

# Dealing with complaints: H. E. A. T.

Handling a complaint can be a challenge and it's all too easy to take a guest's words too personally when your work is being critiqued. To handle a complaint successfully follow the H.E.A.T principles as laid out below:

## **A – Apologise to the guest.**

As staff we want everyone to have a great experience in our venue, if a guest hasn't, a clear and genuine apology can go a long way to rectifying the situation.

## **T – Take action.**

Rectify the situation as quickly as possible. Come up with a solution whether this is remaking a drink or otherwise. If the issue cannot be fixed, take immediate action to avoid the mistake being made in future, this is a benefit not only to the guest but also your team.

A black circular logo with the word "Earth" written in white, bold, sans-serif font inside it.

**Earth**

# Dealing with complaints: A quick task

An unhappy customer has made a complaint. It is now up to you to deal with the complaint. To do this you must select the statement that best reflects good practice when dealing with complaints in order to satisfy your unhappy customer.

# Dealing with complaints

An unhappy customer has made a complaint. It is now up to you to deal with the complaint. To do this you must select the statement that best reflects good practice when dealing with complaints in order to satisfy your unhappy customer.

I always get my manager to deal with complaints.

I always try to deal with complaints myself.

Only more experienced staff should deal with complaints.



# Dealing with complaints

An unhappy customer has made a complaint. It is now up to you to deal with the complaint. To do this you must select the statement that best reflects good practice when dealing with complaints in order to satisfy your unhappy customer.

I always get my manager to deal with complaints.

*I always try to deal with complaints myself.*

Only more experienced staff should deal with complaints.

# Dealing with complaints

An unhappy customer has made a complaint. It is now up to you to deal with the complaint. To do this you must select the statement that best reflects good practice when dealing with complaints in order to satisfy your unhappy customer.

When dealing with a complaint it is wrong to ask too many questions.

When dealing with a complaint you should just listen.

When dealing with a complaint it is important to ask questions.



# Dealing with complaints

An unhappy customer has made a complaint. It is now up to you to deal with the complaint. To do this you must select the statement that best reflects good practice when dealing with complaints in order to satisfy your unhappy customer.

When dealing with a complaint it is wrong to ask too many questions.

When dealing with a complaint you should just listen.

*When dealing with a complaint it is important to ask questions.*



# Dealing with complaints

An unhappy customer has made a complaint. It is now up to you to deal with the complaint. To do this you must select the statement that best reflects good practice when dealing with complaints in order to satisfy your unhappy customer.

I don't deal with problems my manager does that.

How may I help you?

It is not my fault but I can help you anyway.



# Dealing with complaints

An unhappy customer has made a complaint. It is now up to you to deal with the complaint. To do this you must select the statement that best reflects good practice when dealing with complaints in order to satisfy your unhappy customer.

I don't deal with problems my manager does that.

*How may I help you?*

It is not my fault but I can help you anyway.

A black circular logo with the word "Earth" written in white, bold, sans-serif font.

Earth

# Dealing with complaints

An unhappy customer has made a complaint. It is now up to you to deal with the complaint. To do this you must select the statement that best reflects good practice when dealing with complaints in order to satisfy your unhappy customer.

After a complaint I sometimes inform my manager, it depends on the complaint.

I would not inform my manager of unimportant complaints.

After a complaint I always inform my manager.



# Dealing with complaints

An unhappy customer has made a complaint. It is now up to you to deal with the complaint. To do this you must select the statement that best reflects good practice when dealing with complaints in order to satisfy your unhappy customer.

After a complaint I sometimes inform my manager, it depends on the complaint.

I would not inform my manager of unimportant complaints.

After a complaint I always inform my manager.

# Dealing with complaints

An unhappy customer has made a complaint. It is now up to you to deal with the complaint. To do this you must select the statement that best reflects good practice when dealing with complaints in order to satisfy your unhappy customer.

I only seek advice once the guest gets angry.

I don't like to bother my manager at all.

If I am unsure I will always seek advice.



# Dealing with complaints

An unhappy customer has made a complaint. It is now up to you to deal with the complaint. To do this you must select the statement that best reflects good practice when dealing with complaints in order to satisfy your unhappy customer.

I only seek advice once the guest gets angry.

I don't like to bother my manager at all.

*If I am unsure I will always seek advice.*

# Dealing with complaints: Common mistakes

If a guest has had a bad experience the situation can only get worse if their complaint isn't handled well. Be wary of these common mistakes when handling a guest complaint:

**Taking the complaint personally** – if someone doesn't like a meal, drink, or product, it's not a personal attack on your ability, it can just be their preference. Be conscious of acting confrontational or placing blame on the guest.

**Don't get defensive** – Guests can see through excuses regardless of whether they are valid or not. It's irrelevant to the guest if the venue is busy or understaffed, they still expect the same level of service they would receive at any other time.

# Dealing with complaints: Common mistakes

**Don't over promise** – some things you can fix, some things you can't. When offering solutions don't promise something you won't be able to deliver, this will only result in future complaints.

**“A customers perception must be our reality”** – embrace this principle. Complaints are not about right or wrong, they are simply about creating a great experience for each individual guest. You may make a drink perfectly to spec however this may not suit a customer's preferences, remaking the drink to their liking can turn a poor experience into a positive one.



# WORKING AS A TEAM

Earth

# Working as a team: the essentials

Good communication

Support

Common goals

Cooperation

Confidence

Productivity



# Working as a team: the essentials

## Good communication

Good team members listen to and inform each other

# Working as a team: the essentials

## Support

Experienced team members should always assist newer team members

A dark circular logo with the text "EarthH" in white, located in the bottom right corner of the slide.

EarthH

# Working as a team: the essentials

## Common goals

All members of a good team know what they are trying to achieve together

A dark circular logo containing the text "EarthH" in white, bold, sans-serif font.

EarthH

# Working as a team: the essentials

## Cooperation

Good team members are flexible and helpful

A black circular logo with the text "EarthH" in white, sans-serif font.

EarthH

# Working as a team: the essentials

## Confidence

An effective team has belief in their ability

A dark circular logo containing the text "EarthH" in white, bold, sans-serif font.

EarthH

# Working as a team: the essentials

## Productivity

In an effective team, the whole is greater than the sum of its parts.

A dark circular logo with the text "EarthH" in white, bold, sans-serif font.

EarthH



# BARTENDER TERMINOLOGY



# Bartender Terminology

**Chaser** A mixer that is consumed immediately after a straight shot of liquor to create a different taste.

**Cocktail** Any of various alcoholic beverages consisting usually of brandy, whiskey, vodka, or gin combined with fruit juices or other liquors and often served chilled.

**Build** A bar term meaning to make a drink – starting with ice and then ‘building’ the drink by adding the other ingredients (i.e. alcohol, juice, garnish etc).

**Dash** A few drops or a very small amount of an ingredient.

# Bartender Terminology

**Garnish** A garnish is something added to a drink after the ingredients to enhance the presentation. Common garnishes are lemon slices or lime wedges, cherries, olives etc. Some garnishes are purely for looks and some are to add to the flavour of the drink.

**Jigger** A jigger is an hour-glass shaped steel measuring device – where one side measures 1 ounce (30ml) and the other measures 1½ ounces (45ml). However, jiggers come in many different

**Mixer** Mixers are the non-alcoholic ‘mixes’ that accompany alcohol in drinks. Mixers can be water, soda, juice, energy drinks etc (i.e. in the drink Rum & Coke, the mixer is Coke).

# Bartender Terminology

**Neat** If someone asks for a whiskey neat, they are asking for a shot straight out of the bottle. Neat means no ice.

**Premium** Premium refers to premium alcohol or top-shelf liquor (E.g. the well or bar rail gin is Beefeater and the premium is Tanqueray)

**(On the) Rocks** On the rocks simply refers to a drink with ice. Eg. Scotch on the rocks.

**Speed Rail** This bar terminology typically means the long stainless steel shelf connected to the front of the sinks and ice well at bartender stations behind the bar. It holds the most commonly ordered liquor eg. rum, vodka, gin and whiskey, and possibly other popular liqueurs or mixes.

# Quiz

Thanks for reading!

Please click on the link below to complete the short quiz – your results will be added to the Better Compliance tracker.

[LINK HERE](#)

