



crave Script

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Cheerful Greeting:

Offer a friendly greeting with a smile to EVERY guest who enters the store. Even if there is a line of people ahead of the new customer.

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Order Taking & Check Loyalty Program:

Find out what the guest would like to order and check their loyalty number, or sign them up for the loyalty program.

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Options on the Menu:

Assist customers with menu choices, including cookie flavors and extras. Highlight popular options and make recommendations based on preferences.

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Kindly Confirm:

Once the guest has made their selection, repeat the order back to them to confirm accuracy and avoid any possible misunderstandings.

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Initiate Upselling:

Always suggest one extra item. Success comes with combining this with their existing order.

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Ensure Pricing, Show Quality & Take Payment:

Confirm the total cost of the order, show the guest the cookies in the box and ask for their mode of payment.

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Say “Thank you” & get a Google Review:

Finally, express gratitude, thank the guest for choosing Crave Cookies. If the customer has had a great experience, ask them for a google review.



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Cheerful Greeting:

A warm greeting at Crave is key to a great guest experience. It sets the tone for their visit and creates a lasting impression. Friendly greetings make guests feel welcome and signal excellent service. This leads to happy, loyal customers who spread the word about Crave.

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Using the "source button" helps us track where our customers come from, allowing us to better understand and reach our audience.

Examples:

"Hi, welcome to Crave! Have you been in before." --Use source button to track where they heard about us.

"Welcome to Crave Cookies! How can we make your day a little sweeter?"

"Hello and welcome to Crave Cookies. How is your day going?"

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If others are in line and someone walks in the door, acknowledge the new guest.

"Welcome to Crave Cookies, we will be with you in one second."

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Order Taking & Check Loyalty Program:

Accurately taking a customer's order is crucial for a seamless experience, ensuring they get what they want and preventing dissatisfaction. It reflects professionalism and reinforces Crave's commitment to guest satisfaction. Furthermore, our loyalty program offers benefits and incentives that enhance the overall experience, encouraging repeat visits and customer loyalty.

Examples:

"Is this your first time to Crave?"

-If Yes- "Welcome! Have you heard about our loyalty program. (break down the benefits) would you like to take advantage of this program?"

-If No- "Do you have a loyalty number we can enter today?" If no, "would you like to sign up for one today?"

-Then- "Great,..."

"What can we prepare special for you today?"

"What can we prepare to sweeten your day?"

"Is there anything specific you're in the mood for today?"

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Options on the Menu:

Discussing the menu with a guest is essential for clarity, personalization, and upselling opportunities. It enhances the experience by providing information, accommodating preferences, and highlighting the uniqueness of the menu, while also preventing potential issues and demonstrating awareness of their happiness.

Examples:

“Can I walk you through this weeks cookies?”

“You’re in luck, this week we have “X” cookie, which is one of my favorites. Would you like me to walk you though our other options?”

“This week we have an exciting menu which includes, X, Y, Z and of course our classic chocolate chip cookie. What type of CRAVING are you experiencing today?”

****Find out question****

We recently added a button to identify how they heard about us. When you get to this question simply ask:

“What brought you in today?”

“How did you hear about us?”

Then select the option they list, example: Social Media, Friends, etc.

Kindly Confirm:

Confirming and repeating an order back to the guest is essential for order accuracy and customer satisfaction. It allows guests to correct any errors or clarify preferences, building trust in the Crave’s service and ensuring a positive experience, especially when handling dietary restrictions or allergies.

Examples:

“Great choice! (repeat order), is that correct?”

“(Repeat order), great choice. I personally love the (mention cookie by name).

“So that will be, (repeat order), is that correct?”

“You have selected, (repeat order), correct?”



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Initiate Upselling:

Upselling is key in customer service, offering benefits like increased revenue and a better customer experience through personalization. It also boosts customer value, promotes related products, and provides a competitive edge. When done right, it enhances customer satisfaction by adding value and options to the initial purchase.

****Always suggest at least 1 other product.****

Examples:

"You cannot have cookies without a drink. Would you like milk or soda?"

"Would you prefer milk or soda with your cookies?"

"How about some ice-cold milk to help wash the cookies down?"

"Would you like to make your order a 6 pack to save a little more on each cookie?"

"How about complementing your cookies with one of our specialty sodas?"

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Ensure Pricing & Take Payment:

Confirming price and walking them through the payment process is vital for Crave. Price confirmation builds trust and efficient payment processes enhance customer satisfaction, all contributing to business success

"Your total today will be (give total)? Please follow the steps on the terminal to complete your purchase?"

"For X,Y,Z your total will be (give total), to pay please follow the steps here (point at square payment terminal)?"

"Today it will be (give total). Please follow the steps listed on the terminal. At first it will ask you for your card.. (walk them through each step)"



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Say “Thank You”, Show Cookies & get a Google Review:

Saying thank you after a transaction expresses gratitude, fosters loyalty, and encourages repeat business. Showing the cookies to the guest before handing them the box ensures the quality and the accuracy of the order. It also allows us to create a “WOW” factor before the customer leaves the store. Lastly, encouraging Google reviews enhances Crave’s online reputation, attracts new customers to your location, and provides valuable feedback for improvement. Reviews collectively contribute to your locations long-term success.

Examples:

Once the guests box is ready, open the box, verify the cookies are correct, close the box and gently hand the box to the guest.

“Thank you for choosing Crave cookies today. (Show the open box of cookies.) Do your cookies look correct?”

“Thank you so much for visiting us today. (Show the open box of cookies.) How do these look?”

Then,

Examples of Google Reviews:

“We are really trying to raise awareness about our location, could you take a moment or two to quickly fill out a google review for us?... Thank you for visiting us today. We look forward to serving you in the future!”

“We are having a local contest with other Crave locations, could take a moment and give our location a 5-star review... Thank you for visiting Crave, we look forward to seeing you again soon.!”

“Do you have a smart phone? Could you pull it out for me? Thank you, can you open your maps? Could you click on our location? Thank you. If you believe we have given you exceptional service, could you click right there and give us a 5 star review.... Thank you, we really appreciate your business and look forward to serving you in the future.”