

SOP Template: Order Taking and Customer Greeting Protocols

This SOP describes **order taking and customer greeting protocols**, covering the steps for warmly welcoming customers, accurately recording orders, confirming order details, and ensuring efficient communication between staff and customers. The goal is to enhance customer satisfaction, streamline the ordering process, and maintain a professional and friendly service environment.

Purpose: To provide staff with clear steps for greeting customers and taking orders to ensure consistency, accuracy, and a positive guest experience.

1. Customer Greeting Protocol

- Greet customers within 30 seconds of their arrival with a smile and friendly eye contact.
- Use an appropriate greeting, e.g., "Good [morning/afternoon/evening], welcome to [establishment name]!"
- Promptly and politely ask how you can assist them.
- If there is a wait, inform customers of the estimated time and offer seating or refreshments if available.
- For repeat customers, acknowledge their return with a personalized welcome.

2. Order Taking Protocol

- Listen carefully to the customer's order without interrupting.
- If using a digital or written order pad, accurately input or write down the orders as stated.
 - Ask relevant follow-up questions (e.g., size, temperature, modifications, allergies).
- Repeat the order back to the customer for confirmation.
- Politely suggest add-ons or promotions, if applicable, without being pushy.
- Thank the customer and provide an order number or estimated waiting time.
- Communicate the order promptly to the kitchen or preparation area, according to your establishment's process.

3. Communication Protocol

- Maintain clear and polite communication at all times.
- Address customer questions or concerns professionally.
- If an error occurs, apologize sincerely and resolve the issue promptly.
- Document special requests or dietary needs clearly to avoid mistakes.

4. Documentation and Record Keeping

- Ensure all orders are legible and complete before submitting to the kitchen or POS system.
- Keep records of customer feedback related to order-taking or greetings for ongoing improvement.

5. Roles and Responsibilities

Role	Responsibility
Frontline Staff	Greet customers, take and confirm orders, enter orders accurately, communicate with kitchen.
Supervisors/Managers	Monitor staff performance, conduct training, handle escalations and feedback.

6. Review and Continuous Improvement

- Review this SOP regularly and update as needed.
- Encourage staff to share suggestions for process improvements.

Revision History:
Version 1.0 – [Date Updated]