

Basic Service Issues – 1

There are certain basic service issues common to most clubs.

- **Maintain Decorum.** Clubs typically develop an atmosphere that is a reflection of its membership. Whether formal or casual, the attitudes and behaviors of members will establish an appropriate decorum for the club in general and various areas of the club in particular. Employees need to be aware of and maintain this decorum.
- **Avoid Familiarity.** Many members live a more casual, relaxed lifestyle and they naturally carry this casualness into their interactions with club employees. Some members ask employees to call them by their first names and enjoy joking and exchanging banter with employees. This, however, can create a potential minefield for employees.
- **Avoid Sensitive Topics and Language.** Employees should be aware of and avoid discussing sensitive topics such as politics, religion, and race. Responding to these topics can be difficult and may lead to misunderstandings or conflicts.
- **Enforce Club Policies.** Employees should be aware of and enforce club policies, such as dress code, smoking policy, and alcohol consumption. It is important to communicate these policies to members and guests and to enforce them consistently. Employees should avoid making exceptions to the rules, as this can lead to unfairness and confusion. If a member is in violation of a policy, employees should address the issue politely and professionally. If necessary, employees should refer the member to the club manager or a designated authority. Employees should always be helpful to offer an alternative seating area for members who are inappropriately dressed in the bar to eat in the dining room.
- **Offer Special Touches.** There are small, yet special touches that demonstrate the club's commitment to service. Special touches should be devised and included in all areas of the operation.
- **Meet Service Requests.** All employees will make every effort to meet the special requests of our members. Going the extra mile to provide service will always impress members and their guests.
- **Satisfy High Maintenance Members.** Employees should understand that there will always be "high maintenance" members. Satisfying their higher expectations is part of the cost of doing business and the ultimate challenge of service. So employees should not dwell on the more demanding few; rather, they must recognize each request for complete attention and focus on the solution.

SAMPLE

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Discussion Point: Employees should be aware of and avoid discussing sensitive topics such as politics, religion, and race. Responding to these topics can be difficult and may lead to misunderstandings or conflicts. Employees should always be helpful to offer an alternative seating area for members who are inappropriately dressed in the bar to eat in the dining room.

Take Away: Employees should be aware of all the service issues associated with their club.