

Raging Bull Chophouse & Bar

Where grit and grace take center stage



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Shangri-La at the Fort – Raging Bull Experience

1. Our greeter/butcher will be attentively positioned at the entry of Raging Bull Chophouse and Bar, greeting guests immediately, not from behind the welcome desk
(This simply means that we stand in front of our restaurants, waiting to greet guests and acknowledging guests passing by the Raging Bull Chophouse and Bar. If it is required to check a reservation, the host would simply step back to the podium momentarily when needed.)
2. We will seat guests thoughtfully for maximum comfort and privacy, and accommodate guest requests to sit at other tables unless impossible; we will remain at the table until all guests are comfortable
(An indicator of respect is to remain with the guests until they are comfortable rather than “dropping” them off and leaving. Also, in too many cases, the host makes a table choice with no compelling reason, where the guest may wish to sit elsewhere. Thoughtful strategy is still required to direct the guest, for example, directing families to tables where they will feel most comfortable, etc.)
3. We will speak with guests calmly and discreetly, not interrupting conversations or asking obvious questions. It is also crucial for our colleagues conversations to be quiet and minimal throughout operating time
(The best of service in hospitality is staff that do their work competently and quietly. Often, staff reveals a lack of sophistication or confidence by asking too many questions such as “Shall I clear the plate?” when it is clearly empty or “Shall I pour more wine?” when it clearly needs refilling.)
4. We will knowledgeable and enthusiastically describe our foods and drinks, with special pride in signature dishes; special requests will be accommodated
(This standard would include a la carte items, and also pertains to drinks. If a server does not know a complex answer, they will quickly find a colleague who does. If a request can't be met, then a rational alternative must be suggested.)
5. Whenever a guest has accepted our recommendation, the colleague giving the recommendation will show sincere interest and return to ask how they enjoyed it
(A common courtesy is to ensure that the guest who took your advice enjoyed the dish.)
6. We will present our checks in distinctive folders/trays, not a typical folder; when guests are reviewing the check, we will step away to allow privacy
(A measure of respect for our guest's money and privacy. This means we don't use the same tired leather or plastic check folders. And after presenting the check, we step away. While swift check collection is desirable, the guest should never feel a sense of hovering or being watched.)

7. When children and elders are present, we will give them special recognition, for example by ensuring that we pause, speak clearly to them individually to establish a rapport

(For elders this is a sign of respect. For kids, it is an attempt to increase their participation and interest. Perhaps there are other aspects of etiquette that can be shown, especially for elders.)

8. The restaurant manager will visit each guest's table at least once during their meal
9. Our service will be attentively and seamlessly paced so that the guest never experiences noticeable delays or must signal for service
10. For wine or cocktail assistance we will make appropriate recommendations based on price points and the guests preferences

(Often, the sommelier knows a lot of good wines but does not explain his rationale for suggestions other than bland phrases like "This one is popular." By asking questions, we indicate respect for the guest's wishes, and by offering different price points, we show respect for their money and ability to choose.)

11. The service standards are established to give clear direction on how to deliver a great guest experience. At all times, we encourage the natural personality of each team member to express who they are in a spontaneous manner.

Service Standards

Overall service direction

The service style is un-pretentious and spontaneous, playful, witty and cheeky, but always respectful. The SLFM VIBE is instilled throughout the sequence as a natural behavior.



Greeting and First Impression

1. Guests will be greeted at the restaurant door by the greeter who will immediately step towards them and not stand behind the welcome desk. The guest will be asked whether they would like to have a pre-dinner drink at the bar or to go directly to their table
2. As the guest is escorted, the greeter will engage in light conversation as appropriate
3. Greeter will seat the guest at the pre-allocated table, and wishes an enjoyable time to the party before departing the table

4. Things to remember:
 - a Give the guest your undivided attention at all times
 - b Smile at all times and be genuine in your body language and actions
 - c When you are speaking to a guest, speak clearly so they can hear you and better understand you
 - d Make sure you are always alert, walk with confidence, never run or seem confused

Table Service

1. The waiter greets by name and with a smile and brings the food menu and wine list, recommending the signature cocktail as a start of the dining experience. Beverage menu is not offered up front and guest is asked if they would like to look at the beverage menu. Mineral still or sparkling water is offered.
2. A short introduction of the menu is given highlighting the sharing chopping board memory maker. A specific highlight on signature sides is included in the presentation.
3. All service team members will be knowledgeable with both food and beverage menus, so they can describe everything clearly and enthusiastically.
4. If the guest asks for something special, the server will accommodate and make it happen.
5. The waiter will let the guest make their choice, and goes to enter the beverage order on the POS station making sure to enter seat number for each guest.
6. While waiting for drinks to be served the butcher will visit the table introducing the meat program and the specialty of the day on an ad hoc basis and where fits
7. Drinks are served within 5 minutes on a coaster for any non-stem glasses.
8. Food order is being taken, repeating the item ordered right away and not after the whole order is taken. The wine order is taken at the same time as the food order.
9. Waiter enters the food order on the POS station making sure to enter seat number for each guest.
10. Table is prepared according to the food ordered as appetizers. Signature bread is served with individual butter.
11. Appetizers are served, all at once for the entire table and without having to ask (reconfirm) what the guest ordered. Waiter wishes a pleasant meal while leaving the table.
12. Appetizer plates are cleared (basic table maintenance as necessary) and the waiter brings the steak knives presentation for the guest to choose from. Recommendation is made based on what the guest ordered.
13. Clear bread display once appetizer is cleared (ask guest if it can be cleared)
14. Mains are served, all at once for the entire table and without having to ask (reconfirm) what the guest ordered.

15. Mustard and salt experience is brought to the table, explained briefly and left in the middle so guests can serve themselves. The condiments must be brought at the same time as the main course.
16. Waiter wishes a pleasant meal while leaving the table.
17. Appreciation of the mains is being checked by the waiter after a few bites has been consumed so change can be made if necessary.
18. Main courses are cleared once the entire table has completed their meals, bb plates are removed and any main course related condiments are taken out to leave the table with only unfinished beverage/wine/water. Basic table maintenance as necessary.
19. Dessert menus are brought to the table with a short explanation on signature items.
20. Table is prepared with the proper dessert utensil, coffee and tea service is offered together with after dinner Bourbon and whiskeys. Coffee is served right before the dessert is brought to the table. Espresso is served with a shot of ice cold water.
21. Table is cleared, guest are asked if there is anything else we can offer them. If not, the check is brought to the table in a leather pouch. (see operating philosophy)
22. Waiter will process the payment, then return to the table to thank the guest and wish a pleasant day/evening
23. As the guest pass by the welcome desk at the entrance of the restaurant, the greeter will make eye contact and acknowledge the guest and thanks them for their visit
24. Things to remember:
 - a Give the guest your undivided attention at all times
 - b Smile at all times and be genuine in your body language and actions
 - c When you are speaking to a guest, speak clearly so they can hear you and better understand you
 - d Make sure you are always alert, walk with confidence, never run or seem confused
 - e Be aware of the guest's table and make sure their drinks are not empty, and that they have everything else they might need, like proper cutlery and typical condiments
 - f When you clear dishes from the table, make sure you wait until all the guests are finished and then remove all the dishes at once
 - g Make sure you bring the guest fresh cutlery after each course if they are still eating – never leave the same knife, fork or spoon on the table for the guest to use twice
 - h When you approach guests, don't interrupt their conversation, and don't ask too many questions – if something needs to be done, like clearing a plate or refilling water, do it silently
 - i Be aware of the guest's mood – if they are busy working or reading or engaged in conversation, remain mostly quiet; if they seem receptive to you, engage them in friendly conversation about the region or the weather or recent events

Maintaining a Comfortable Environment (Look around your work area from time to time)

1. Make sure that everything on your tabletops is immaculately clean and neatly organized
2. Make sure that the chairs and surrounding floor area are clean and free of debris
3. If there is a window or wall near your tables, make sure it is clean and doesn't have splashes or spots
4. Make sure your side station is neat and tidy – cleared of dirty dishes, extra supplies and absolutely no trash or dirty linens
5. When guests leave the restaurant, make sure you get to their table right away to clear it – and once you start clearing, make sure you finish – don't leave it partly cleared
6. Dry cleaned and nicely wrapped shawls will be available and offered for ladies who in any manner indicated discomfort with the room temperature

Manager Duties for a Comfortable Environment (Before every meal period and frequently when guests are present)

1. Look at each employee's uniform to make sure there isn't a stain and that they look crisp and professional
2. Make sure the temperature is comfortable – based on your own impression, the temperature setting and the behavior of the guests (are they bundling up in sweaters?)
3. Make sure the music is at the right volume and the sound quality is good
4. If the restaurant features windows and views, make sure the windows are clean and that the shades are adjusted properly for the time of day
5. Walk through all the tables and make sure everything on the tabletop is immaculately clean and in good condition
6. Make sure all the floors are clean and free of debris
7. Look around the walls and ceiling to make sure there are no burned out light bulbs or damage or stains
8. Make sure the décor items are clean and dust free
9. Make sure the workstations are well organized and very clean – clear of dirty dishes, extra supplies and absolutely no trash or dirty linens
10. Look around the room at the way guests are seated; do they look comfortable
11. Visit or speak to every guest at some point during their meal by visiting their table
12. For larger group, the chef will be introduced to the party toward the end of the meal

Service Recovery

1. Sometimes circumstances beyond our control may leave guest with the wrong perception/impression. Always give the guests the benefit of the doubt when we are not able to verify the cause of complaints. Level 3 must be informed immediately.
2. All guest complaints and issues are received with appreciation. Colleagues must apply the Shang Care level 4 steps to gain Guest Loyalty –
 - a. Listen – listen carefully to the guests complaint, do not interrupt them when they are talking and be genuinely interested by making understanding comforting remarks
 - b. Apologize – genuinely apologize to the guest in a sincere manner by saying sorry for what the guest has complained about. Most of the time a sincere apology will fix the issue on hand
 - c. Fix the problem to delight - take control of the situation by making a decision in front of the guest, do not leave the guest until you have made a decision on your way to proceed. Put yourself in the guests' shoes and make sure your decision is well thought out taking the delegation of authority into account. It is important that utilize your delegation of authority and speak to your manager to ensure you understand and remember it.
 - d. Follow up – After your decision has been put into action ensure that you go back to the guest or the colleague who has sorted out the issue to find out if everything has been sorted out and the guest is satisfied. Do not let the guest leave the property until the guest is satisfied.
3. The recovery process must be done with sincere intentions to resolve, delight and regain the loyalty and confidence of our guests with the Shangri-La brand.
4. Issues related to guest's safety and food borne illness are reported directly to the Food and Beverage office and treated with top priority without delays.
5. Details of situation are inputted into the guest's profile. All complaints and comments are tracked under the Shangri-La Defect Tracking System for future analysis.
6. All guests with feedback whereby the hotel did not meet expectations receive a personal call or a personalized written response, signed by the restaurant manager.
7. Sometimes during service spillage may occur on a guest, it will be critical for staff to perform the following steps if this takes place:
 - a. Apologize: Apologize to guest immediately and inform level 3 on duty about the incident. Do not over apologize and make a scene.
 - b. Immediately offer the guest a choice of two solutions:
 - 1 – Clean up at table - Clean up at table requires - Soda Water, salt, wet warm towel and a dry towel. Bring all items in a neat manner. Do not make a mess on the table and ensure a scene is not made to embarrass guest.
 - 2 – Change of clothes/shirt and free laundry service. Get a clean clothing replacement for guest. Request a laundry bag from House Keeping. Escort the guest to bathroom to change. Speak to laundry manager to get wash/dry/press time frame. Inform guest on time frame.
 - c. Level 3 (management) to apologize to guest and assess scenario as to whether a service recovery is needed. If so use the delegation of authority to recover the guest.

Ensure the guest feels like Canton Road is taking the issue seriously and to gain loyalty.

- d. Follow up - Take down guests details and ensure guest receives clean clothing and an extra apology