

High Street Lounge

Sophisticated elegance in a friendly setting



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Shangri-La at the Fort - High Street Lounge experience

1. High Street Lounge will feature sophisticated live music with excellent quality sound systems projecting a sense of energy into the lobby
(The High Street Lounge will be the focal point of our lobby, definitive of the Shangri-La brand. The keyword is “sophisticated” with respect to music. It seems that some hotels have faulty or inadequate sound systems and thus diminish the effect of the entertainment.)
2. Our chic lobby colleagues will be attired in uniforms that have panache
(The idea is to create a clear Asian Shangri-La identity in our High Street Lounge. The word “chic” is purposeful and should be used in hiring decisions and during training.)
3. We will provide a distinctive change in the ambience of High Street Lounge from day to evening
(The purpose of the lounge often changes from an informal gathering spot or business spot during the day, to a relaxed social and entertainment venue in the evening.)
4. High Street Lounge will feature an extensive range of Asian teas
(We will promote our heritage and offer guests a peek into an Asian specialty.)
5. The serviceware will be uniquely stylish, designated to High Street Lounge and menu items will be specially designed for elegant and chic presentation
(This means that we do not present in the same manner as in the coffee shop or a banquet. The idea is to make it more sophisticated and polished. The food and drinks will be creatively designed and garnished, mindful of guest comfort in a lounging position. Higher drinks standards will also help elevate the prestige of the barmen. Even a cappuccino should be considered for style. This includes garnish and crockery.)
6. High Street Lounge will feature one tasteful signature feature for which it is known
7. Our wines and spirits will feature a wide selection, including a minimum of eight red and eight white, and luxury brand champagnes by the glass, reflecting various price-points
(From a competitive perspective, this level of choice is required.)
9. We will serve unique high quality snacks
(The snacks would ideally be local in nature, but failing that, with an Asian twist. It does not mean that every snack must be Asian.)

10. Our tabletops will always be pre-set with elements of interest, such as local accents, florals, candles; never including flyers or stands
11. We will be especially attentive to guest comfort and engagement, for example by ensuring that chairs and pillows are well-arranged
(This gracious touch acknowledges that lounges often present challenges to traditional comfort and service. We should be attentive to how comfortable guests appear as they converse.)
12. 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.)
13. Our service will be attentively and seamlessly paced so that the guest never experiences noticeable delays or must signal for service
14. 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.)
15. We will present our checks in a distinctive and 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.)
16. 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.)
17. We will ensure that activities and events in the adjacent lobby area will not affect the ambience of High Street Lounge
(This is simply that we must remain mindful of normal lobby activities that often unconsciously interfere with the ambience of the lounge.)

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 acknowledged and greeted at the Lounge entrance the greeter who will immediately step towards them
2. The greeter asks the guest whether they would have a seating preference, along the window or on a banquette seat, leads the guest cheerfully to the chosen table
3. The High Street Lounge menu is handed to the guest open at the first page by the greeter

4. Prior departing the table, the greeter must make sure that guests are comfortable in the seating arrangement, with the proper positioning of chairs and cushions. The greeter wish an enjoyable time to the party
5. Remember to:
 - 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. Greet guests as soon as they are seated
2. Offer guests a beverage and serve it quickly (5 minutes maximum after ordering)
3. Make sure you are familiar with your menu so that you can describe everything clearly and enthusiastically; if the guest asks for something special, try hard to accommodate it even if you have to ask for help
4. Be prepared to talk with the guest about your recommendations for the best dishes to sample, especially the regional or chef's specialties; if you suggest something and the guest tries it, make sure you asked how they liked it
5. If a guest asks a question or needs help with something that you do not feel confident about, ask your colleague or manager to help – don't just guess or give a quick answer
6. Let the guest make their choice, and remains available around the table until the party is ready to order. While taking the order, make sure to understand the guest need and provide pro-actively information to the guests based on what the needs are with what we have to offer that best suits what they want
 - a Few examples:
 1. If the guest orders a Jack Daniels on the rocks, you will be knowledgeable about the bourbon offering and will propose something new for the guest to order as an upsell (no single to double shot - shallow upselling)
 2. If the guest orders a brewed coffee, you will propose our single original coffee brewed individually at the table
7. Each items are repeated right away while taking the order and not at the end to avoid dragging the interaction too long (i.e. guest says "one coca cola" and you repeat "one coca cola")
8. Once the order is taken, the waitress must enter immediately the beverage order on the POS station making sure to enter seat number for each guest

9. If any beverage required specific condiments (like coffee and tea for example), condiments should be either pre-set on the table prior the service of the beverage or set at the same time that the beverage is served at the table
10. Drinks are served within 5 minutes by the runner on a linen coaster for any cold beverage served on non-stem glasses. Items are mentioned while being served
11. Complimentary snacks are served based on pick up chart and are generously replenished throughout the time guest is seated. The snacks is memorable, only 1 snack available on a rotation basis
12. If any food has been ordered, the table will be pre-set with condiments needed prior the food to be served (based on pick up chart)
13. Be aware of the guest's table and make sure their drinks are not empty (second consumption must be offered when glass/cup is $\frac{3}{4}$ empty)
14. Food is served within 20 minutes of being ordered to all the table at once and where each dished being mentioned while serving. The food is served by the runner to the correct seat without having to ask for who has ordered what. The waitress verify if there is anything else that can be done for the guest and wish a pleasant meal to the party
15. Emptied dishes are cleared once guest complete their dish (no need to wait for all guest to have completed before clearing). All plates, condiments and linens are removed from the table. Basic table maintenance as necessary
16. Make sure that the pace of service is normal, without long delays or being rushed; if there is a delay, explain this to the guest and apologize
17. Ask the guests once – but only once – if they are enjoying their meal or drinks, and do this soon after they begin eating so it isn't too late to help them if there is a problem
18. Make sure you have the guest's check ready so when they ask, you can immediately present it by placing it discreetly on the table and assure them that there is no hurry
19. Make sure their check is correct, that it is neat and clean, and that you give them a Shangri-La logo pen to sign it; while the guest looks at the check, step away to give them privacy
20. Make your final comments to the guest warm and friendly, and express genuine thanks for their visit
21. As the guest passes by the entrance of the lounge, the greeter makes eye contact and acknowledge the guest by thanking them for their visit
22. Remember to:
 - 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

Drinks and Foods

1. Make sure that the item you prepared matches the way it is described in the menu; or the way most guests expect it
2. Make sure every plate and drink looks carefully presented; free of spills and drips
3. Make sure every plate and drink looks appetizing, for example, with fresh colors and height and texture
4. Make sure the food tastes good and is fresh
5. Make sure that foods are properly cooked (medium rare), crispy, well-grilled, etc.
6. Make sure hot foods and drinks are piping hot, and that cold foods and drinks are well chilled
7. Offer an extensive range of teas, attractively displayed in the lounge
8. Offer a wide selection of wines, reflecting various price-points
9. When guests order drinks, serve unique complimentary snacks

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. Makes sure the music is at the right volume and the sound quality is good
4. If the restaurant features windows and views, makes 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. Look at the buffet presentations and make sure the tables and displays are clean, and that there are plenty of plates and serving utensils
12. Visit or speak to every guest at some point during their meal, either by visiting their table or by greeting them near the buffet – not just during arrival and departure

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