

Zingerman's®



Paul Saginaw
Zingerman's Community of
Businesses

www.zingermans.com

Presentation for
Sustainable Connections
April 17, 2009

**the art of giving
great service**

Zingerman's[®] DELICATESSEN



Zingerman's Community of Businesses (ZCoB)

Zingerman's[®]
DELICATESSEN

Zingerman's[®]
maIL order

Zingerman's[®]
BAKEHOUSE

Zingerman's[®]
Creamery

Zingerman's[®]
COFFEE
COMPANY

Zing[®] TRAIN

Zingerman's[®]
roadhouse

Zingerman's[®]

Mission Statement

We share the Zingerman's Experience

Selling food that makes you happy

Giving service that makes you smile

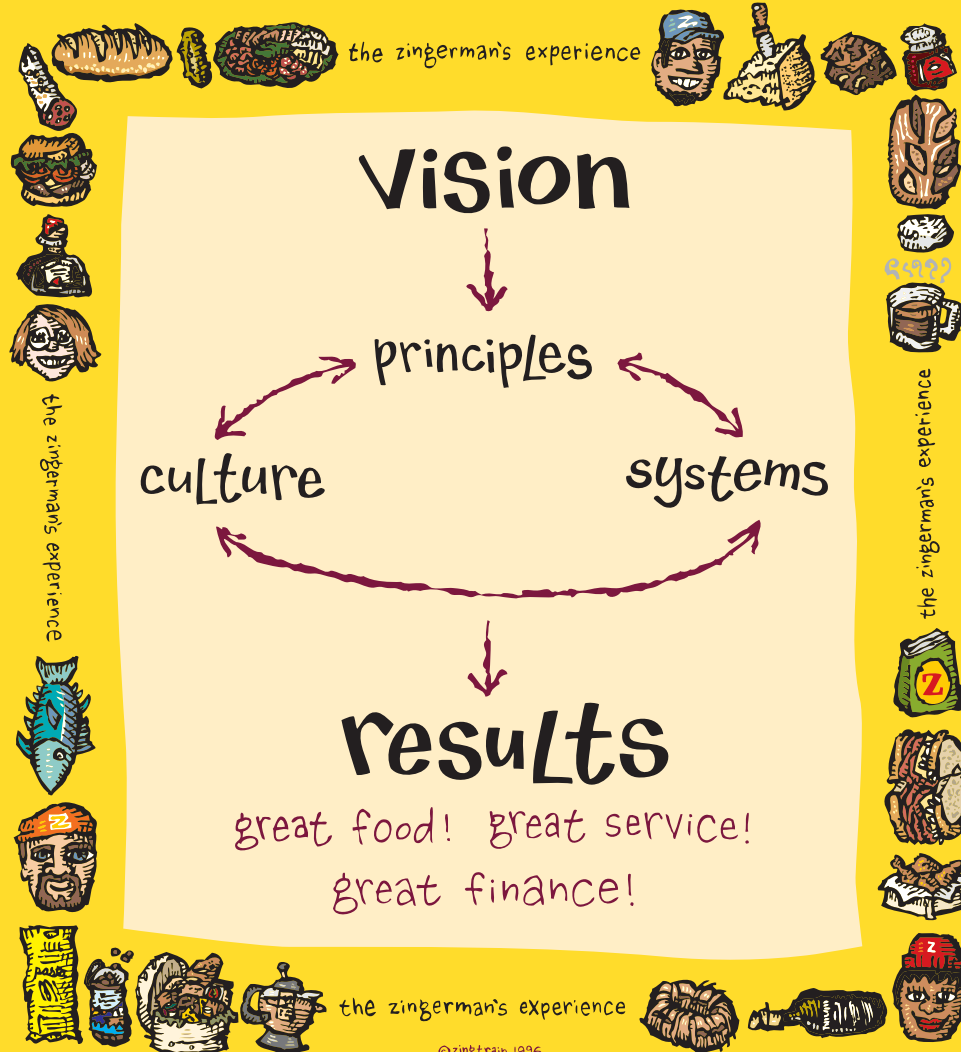
In passionate pursuit of our mission

Showing love and care in all our actions

To enrich as many lives as we possibly can.

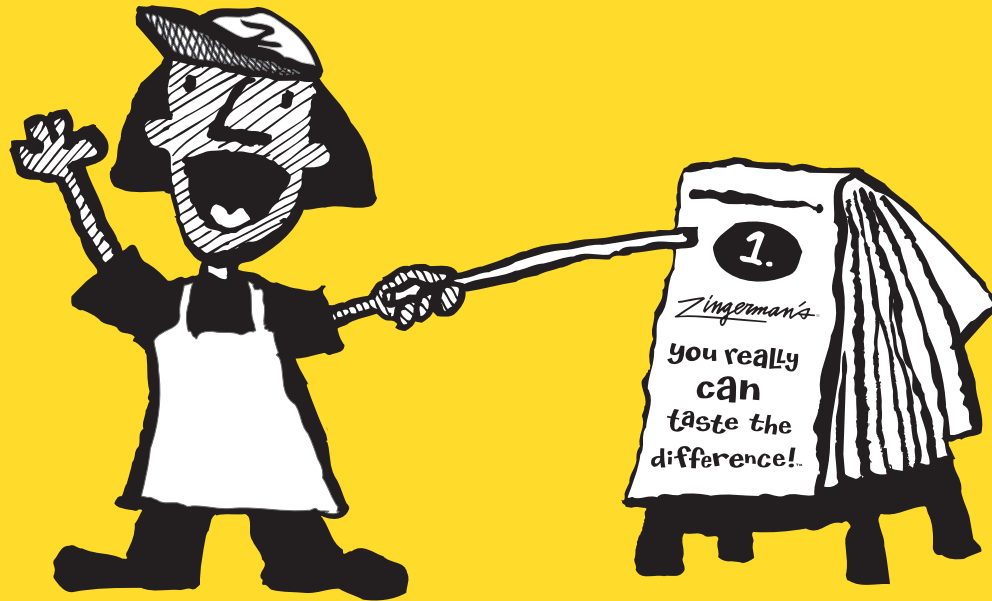
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business perspective



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Training Compact



Building a Culture of Service

- Teach
- Define
- Live
- Measure
- Reward



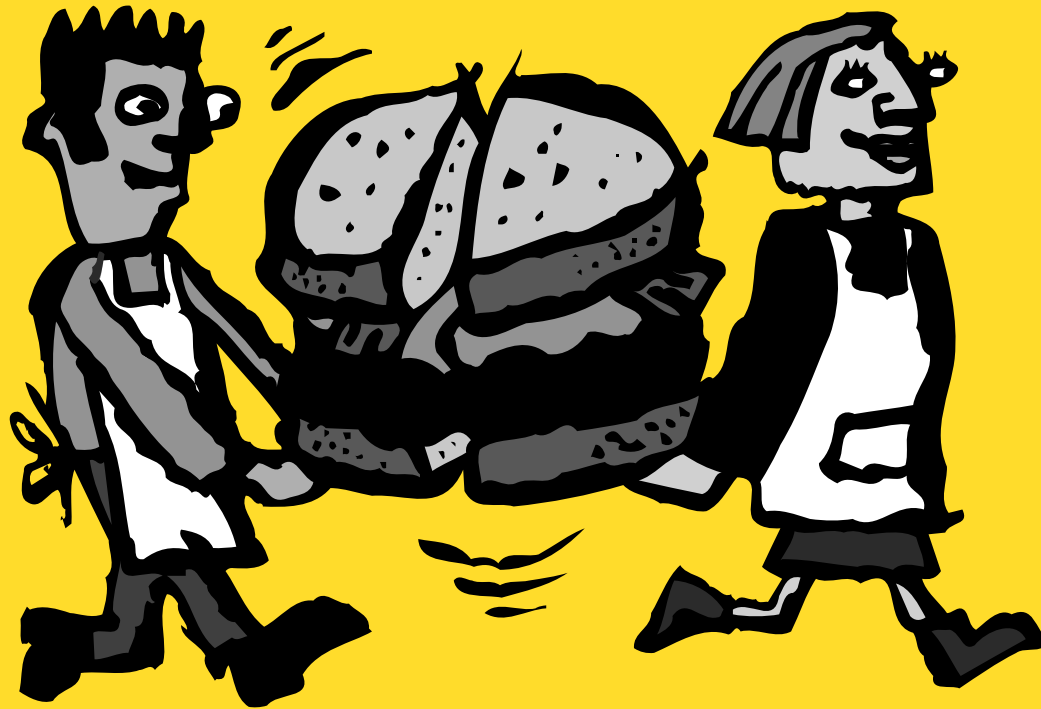
teach it

Who are your customers?



teach it

Why give great service?



teach it

Why is great service
so hard to find?



3 Steps to Great Service



1. Find out what the guest wants.
2. Get it for them.
 - Accurately
 - Politely
 - Enthusiastically
3. Go the extra mile.

5 Steps to Handling Complaints

1. Acknowledge the complaint.
2. Sincerely apologize.
3. Make it right.
4. Thank them.
5. Document the complaint.



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live it

Leadership's Role in Great Service

- Give Great Service to your customers
- Give Great Service to your staff



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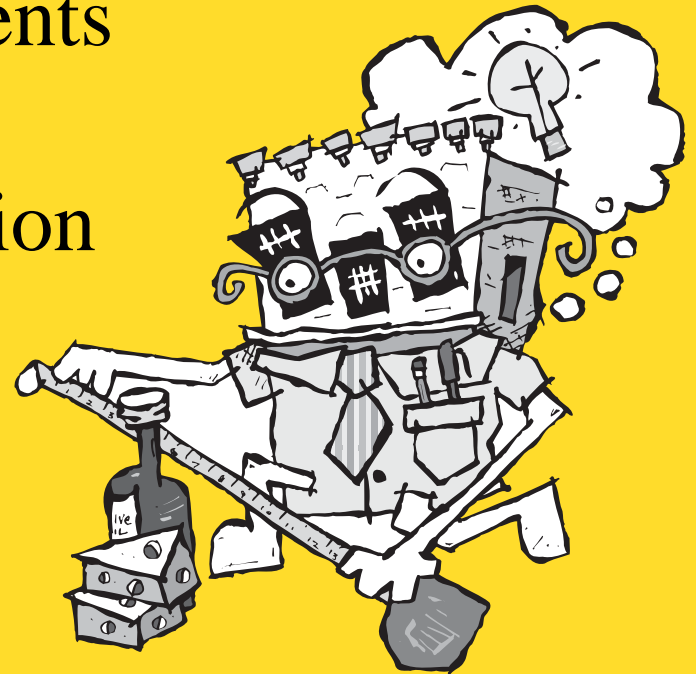
Measure it

Measuring Service Results

Why measure?

Zingerman's Key Measurements

What to do with the information



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Reward it

Rewarding Service Results

Recognition

Rewards

Individuals/Groups



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