



Winning Hearts Every Day



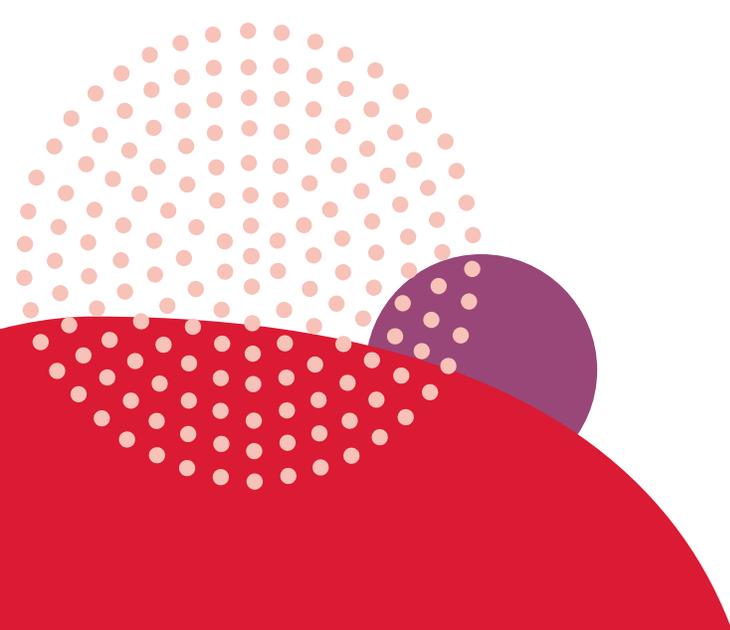
**Genuine Hospitality
Learning Guide**



Contents

30–45 min

<u>Welcome: How to Use This Guide</u>	1
<u>Introduction to Genuine Hospitality</u>	2
Episode 1: Introduction	
<u>Critical Behaviors</u>	3
Episode 2: Commit to Hospitality	
Episode 3: Engage to Recover	
<u>Excel at Execution in Genuine Hospitality</u>	5
Episode 4: A Master Class with Khalilah Cooper	
<u>Additional Resources</u>	7





Welcome

Welcome to the Genuine Hospitality Learning Guide!

In this guide, you will find links to episodes and accompanying reflection opportunities to help you clearly see the central role Genuine Hospitality plays in our Guests' experiences and how we can work together as Restaurant teams to win the hearts of our Guests by exhibiting Genuine Hospitality every day.

How To Use This Guide

- 1 Pace yourself** throughout the entire guide.
 - 2 Follow the prompts** indicating when to:
 - Watch the on-demand learning videos
 - Read the written content
 - Reflect on what you just learned
 - 3 Consider how** you can apply what you are learning within your own Restaurant team.
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Tip

After you and your fellow Team Leaders have finished this Genuine Hospitality Learning Guide, consider meeting together to discuss takeaways and to gather ideas for action planning.

Introduction to Genuine Hospitality



Genuine Hospitality is in our DNA because our founder Truett Cathy believed that everyone who walks through our doors should be treated with honor, dignity, and respect. We uphold his legacy by committing to personally care for every Guest as we work to **Win Hearts Every Day!**



[Watch Episode 1:
Introduction](#)

How Disney Creates Magical Moments

In this video, Trey and Julianna compare Chick-fil-A Team Members to Disney Park Cast Members. Cast Members make it their mission to create magic for every Guest who visits one of their parks. They do this by intentionally creating moments of personalized care whenever they can.

Deborah Moody is one Guest who experienced this kind of magic at Disney World. She and her family of five stayed at the Caribbean Beach resort, but after a long day of play in the middle of their trip, they stepped onto their carpeted floor only to realize it was sopping wet. Deborah quickly spoke to the Cast Member working the front desk at the hotel, and he called all over Walt Disney World Resort to find them a new room. The only room available was at Disney's Contemporary Resort — one of the nicest hotels you can stay in on the property.

Shocked, Deborah and her family loaded their belongings and boarded a complimentary car set to take them to their upgraded room. The accommodations were unlike anything the Moodys had ever seen, and they were floored by the kindness of the Cast Members moving them into their new room so late at night. All of the Cast Members at the Contemporary continued to shower the Moodys with care, so much so that they sent Deborah home with a suitcase full of the Disney's famous H2O body wash, shampoo, and conditioner that she mentioned she loved using.

Similar to Disney Cast Members, as Team Leaders and Team Members, you have the opportunity to extend the kind of Genuine Hospitality to your Guests that sets Chick-fil-A apart from other brands. It's your attention to detail and desire to delight people that makes Chick-fil-A a place people are excited to come back to again and again!

Ask Yourself

1. What can we learn from Disney's Cast Members about delivering Genuine Hospitality to our Guests?
2. How can you motivate your team to create moments of personalized care for your Restaurant Guests?

Critical Behaviors

There are two Critical Behaviors required to serve with Genuine Hospitality:

- 1 **Commit to Hospitality**
- 2 **Engage to Recover**

Both of these behaviors focus on personally caring for every Guest we encounter. Committing to Hospitality is committing to see people where they are and seeking to meet their needs. The same is true when recovering an unhappy Guest. Being hospitable means listening, empathizing, apologizing, and turning a negative experience into an opportunity to delight a Guest.

Commit to Hospitality



[Watch Episode 2: Commit to Hospitality](#)

Like Trey and Julianna said in this video, Committing to Hospitality means serving each and every Guest with honor, dignity, and respect. That means we see every Guest who comes to our Restaurant as an individual person who deserves intentional, personalized care.

Personalized care may sound daunting as you think about the number of Guests you serve in a day, but that really boils down to providing 1st and 2nd Mile Hospitality:

- **1st Mile Hospitality is always displaying the Core 4**
- **2nd Mile Hospitality is creating moments of personalized care for Guests**

There are many ways to Commit to Hospitality in the Restaurant, but here are three things you and your Team Members should do to ensure our Guests receive personalized care:



Treat all with honor, dignity, and respect.

The foundation for Genuine Hospitality.



Display Core 4.

Create eye contact
Share a smile
Speak with a friendly tone
Always say "My Pleasure"



Create a moment.

Read the needs of Guests and exceed their expectations by meeting those needs without even being asked.

Engage to Recover



Watch Episode 3: Engage to Recover

In this video, Trey and Julianna give some helpful tips about how to recover an unsatisfied Guest. We all wish we could serve our Guests perfectly every time, but unfortunately, things happen! We are all human and will make mistakes, and our Guests may be unsatisfied with their experience for reasons outside of our control. Whatever the case may be, one of the best ways to deliver Genuine Hospitality is to recover unsatisfied Guests. In

these moments, we not only have an opportunity to make things right but also have an opportunity to enhance their whole experience!

There are certainly other ways to Engage to Recover, but the acronym HEARD spells out ways you and your team should seek to turn a Guest's negative experience into a positive moment. The purpose of HEARD is to get to know your Guest and seek to delight him or her in a way that is meaningful.

H

Hear
to
understand

E

Empathize
to feel their
concern

A

Apologize
with
"I'm sorry"

R

Resolve
the
issue

D

Delight
the
Guest

Ask Yourself

1. In what ways do you Commit to Hospitality in your role on a daily basis?
2. How can you train and empower your Team Members to recover and delight an unsatisfied Guest?
3. What role does a Back of House Team Member play in extending Genuine Hospitality to your Guests?
4. How do you connect serving with Genuine Hospitality to Chick-fil-A's Shared Vision to be the world's most caring company? How can you teach this to your team in a way that matters to them?

Excel at Execution in Genuine Hospitality



We all have a role to play in creating memorable, warm experiences for our Customers. In this Master Class, Khalilah Cooper re-grounds us in the signature hospitality our Guests have come to love and expect.



[Watch Episode 4: A Master Class with Khalilah Cooper](#)

Reflect on How Well Your Team Exhibits Genuine Hospitality

Now that you've watched all four episodes, take 15 minutes to simply walk around the Restaurant and observe Team Members serving Guests. Use this 1-5 rubric to rate how effectively your team or Restaurant is excelling at execution in Genuine Hospitality, and where you are seeing gaps.

1	2	3	4	5
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree



Pursue Mastery

- _____ Team Members are demonstrating the foundational component of Genuine Hospitality by treating all with honor, dignity, and respect
- _____ Team Members are delivering each behavior of the **Core 4**
- _____ Team Members are delivering on the **2nd Mile**, going above and beyond Guests' expectations in all channels (Curbside, Drive-Thru, Dining Room, etc.)
- _____ Team Members are following each step of the **HEARD** model when Engaging to Recover our Guests



Own the Numbers

As I observe our Restaurant and reflect on our performance against the Genuine Hospitality Customer Experience Monitor (CEM) metrics, I think that:

- _____ Team Members are being attentive and courteous (Attentive & Courteous Employees)
- _____ Team Members are resolving problems quickly and effectively (Problem Resolution)
- _____ Team Members are exhibiting care for Guests with honor, dignity, and respect (Cares About Me)

Remember, in addition to Restaurant Leaders tracking CEM metrics, which are measured over a long period of time, you can coach Team Members to regularly monitor their progress on the Core 4 and delivering the 2nd Mile.



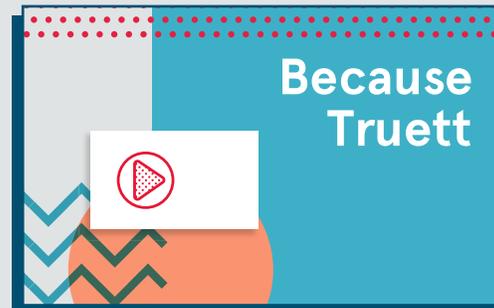
Help Others Win

- _____ Team Leaders and Team Members are communicating regularly to deliver Genuine Hospitality
- _____ Team Leaders and Team Members are sharing feedback in real time to deliver Genuine Hospitality
- _____ Team Leaders are taking time to celebrate moments when Team Members deliver Genuine Hospitality

Turn Your Insights Into Actions

Meet with your fellow Team Leaders to discuss your learnings, and consider creating an action plan to address any gaps in Pursuing Mastery, Owning the Numbers, or Helping Others Win in Genuine Hospitality.

Additional Resources



1. Select Domestic CEM
2. Login
3. View under "Reports & Analytics" > "Reports & Analytics Main"
4. Select "View All Reports"
5. Select, Period-End + 90-Day Restaurant Trend Report + Time Period

Note: If you are a Restaurant Leader, your Operator will need to have granted you access to view.