

Leaders Guide

ZeBi by *sodexo*

Zest Bistro. Fueling your body. Preserving your world.

INDEX

- Guide Keys
- ZeBi Materials
- Getting Started
- Offer drivers
- The Offer (Product)
- Place
- Financial
- People
- Customer
- Conclusion

ZeBi GUIDE

THE MANAGER'S GUIDE CONTAINS ALL OF THE COMPONENTS YOU WILL NEED TO CONDUCT A SUCCESSFUL TRAINING OR RE-TRAINING FOR ZEBI.

THE GUIDE WILL TELL YOU WHAT TO NEEDS TO BE COMPLETED AT VARIOUS STAGES OF THE TRAINING.



SYMBOL LET'S YOU KNOW WHAT TOOLS YOU WILL NEED FOR THE SECTION



SYMBOL LET'S YOU KNOW THIS IS A SECTION WHERE YOU CAN MAKE NOTES FOR YOURSELF OR WRITE QUESTIONS FROM THE GROUP



SYMBOL LET'S YOU KNOW THERE WILL BE A ROLE PLAY IN THE CURRENT SECTION



SYMBOL INDICATES KEY POINT THAT NEEDS TO BE MADE



SYMBOL INDICATES ICE BREAKER

ZEBI Materials



Supply List

Before training you will need to make sure you have the following items:

1. Manager's Guide
2. Note pads for the class
3. ZeBi Pen
4. Overhead projector
5. Flip Charts
6. All materials for the Ice Breaker (Included)
7. All materials for the role play sections
(Included)
8. Digital Camera and Frames (optional)

Getting Started



Setting up the room

Remember, the sessions are designed to train the new employee, however they are also designed to have fun.

Make sure of the following:

1. Training room should be in a location that allows minimal to no interruptions.
2. Room should be set up should be festive. It should speak fun as the employees walk in.
3. If possible, have the room set up the evening before the training begins. This will allow time the day of training if something is overlooked.
4. Make sure you are on time.



Use the section below to list any items you will need to help to help you with set-up.

Training

WHAT YOU NEED TO DO



- Make sure you have read through the entire training and have reviewed the Power Point presentation.
- Review the Manager's Guide thoroughly to ensure you have all the materials needed for the session.

Let's get to know each other.

Getting to Know Zou! The ZeBi Employee (Icebreaker and team builder)



- Photocopies of stick person (1 per employee)
- Magic markers, felt-tip pens or crayons
- Can work from desk or table they are training
- A bulletin board or hang a clothesline and use clothes pins

Scenario:

Getting to know your employees and co-workers other goes a long way to cementing the team concept. Let's take a few minutes to get to know the person behind the face sitting next to you or across the room.

Trainer:

Hand out a copy of the stick person and a felt-tip marker or crayon to each employee.

Have them take 5 minutes to fill in their profile

Have each one talk about their own profile and then hang it up on the clothesline (or bulletin board).

Leave profiles up all through training ... maybe even take to the unit. When a new employee comes on board, why not have him/her fill out a profile and add it to the bulletin board.

(see appendix for complete icebreaker)

Group Picture

While everyone is in the right "frame" of mind, take a group picture. If time allows, print off pictures and frame them.

Just Say ZeBi!



- ZeBi is sustainable
- ZeBi gives back to the community



- ZeBi Pep Rally
- Interactive video
- *ZeBi Uniform and Name Tag*



- Really make the participants identify with ZeBi as a concept, not just another unit.
- When and why was ZeBi developed
- Other ZeBi locations

It's ZeBi Time!



- You want to make the participants first entrance into the unit something special
- Make sure all employees participate in a Taste ZeBi



- Make sure all tools and equipment needed for the operation are in place and ready for use



Customer Zatisfaction!



Key Points

- Make sure to discuss Exceptional Sodexo Experiences
 - Student insights
 - Health and wellness
 - Environmentally focused
 - Customer service
 - Culinary innovations

What is customer service

- Two types of customer—internal / external
- You never have a second chance to make a first impression
- G.U.E.S.T.—Give Us Extra Special Treatment
- Circle of life—the journey of a customer through a unit
- ZeBi gives back to the community



Customer Service Role Play

- Ask team members some of their good and bad customer experience examples (Looking for interaction)
- Exercise: Zowing the Angry Customer—this exercise will give the employees the opportunity to role play on how to handle an angry/dissatisfied customer.

(see appendix for complete exercise)

Customer Satisfaction!

Have you been Zowed today!



- What is the Zow factor (refer back to magic wand)
- Making everyday a ZOW day

You have the ZOW power!

- Why you were chosen
- Empowering you to give the ZOW factor = magic wand
- With ZOW Power comes responsibility
- ZOW Power structure and procedures



Sorry we did not meet your expectations.

Have your next meal on us!
(up to \$8.00)

No cash value. Expires _____



THANK YOU
Have a snack on us!

\$5.00 Valid thru ___/___/___



MAKE 10 PURCHASES* AND RECEIVE YOUR 11TH PURCHASE FREE!
A minimum of \$5 per purchase required. No cash value.



Making Every Day a Better Day

!)

Overview Of The Day

- Overview of the day—interactive
- Sign the Sodexo Experience Poster



Final Team Builder “*Going to Grandma’s*”

- Need 4 tables ... one team at each and the “store” at the fourth. Can easily be tables used during the training time.
- Need one trainer to be the storekeeper and one to oversee the activities (observing the team’s behavior). If only one trainer, make a supervisor-in-training the store keeper.
- Basket game pieces. (see attached – great if you can print in color but black and white works too

(see appendix for complete icebreaker

Go Forth and Spread the ZEBI—final
speech from the trainer!

Appendix

- **Icebreaker: Getting to Know Zou! The ZeBi Employee**
- **Role Playing: Handling the Angry Customer**
- **Team Builder: Going to Granma's House**

Appendix

Getting to Know Zou! The ZeBi Employee

(Icebreaker and team builder)

Items needed:

- Photocopies of stick person (1 per employee)
- Magic markers, felt-tip pens or crayons
- Can work from desk or table they are training
- A bulletin board or hang a clothesline and use clothes pins.
- Scenario:
- Getting to know your employees and co-workers other goes a long way to cementing the team concept. Let's take a few minutes to get to know the person behind the face sitting next to you or across the room.

Trainer:

- Hand out a copy of the stick person and a felt-tip marker or crayon to each employee.
- Have them take 5 minutes to fill in their profile
- Have each one talk about their own profile and then hang it up on the clothesline (or bulletin board).
- Leave profiles up all through training ... maybe even take to the unit. When a new employee comes on board, why not have him/her fill out a profile and add it to the bulletin board.

Appendix

Get to Know Your Teamzates

FACE: Draw in the face to reflect your personality

LEFT ARM: What is one goal you would like to achieve while working with ZeBi?

LEFT LEG: What is your greatest strength that you will bring with you to the ZeBi Team?

LEFT FOOT: What is a weakness you have?

RIGHT ARM: What is your biggest pet peeve?

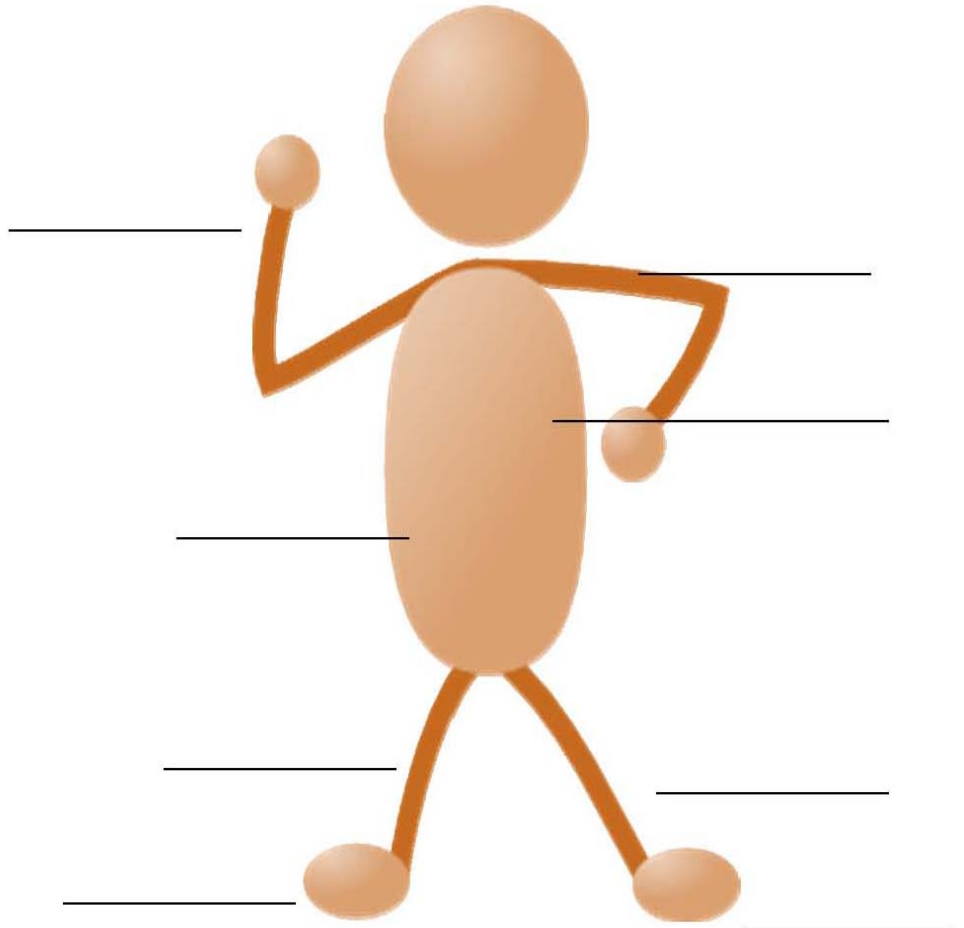
RIGHT LEG: What are you looking forward to working for Sodexo and ZeBi?

RIGHT FOOT: What makes you feel good about yourself?

STOMACH: What is your biggest feat about working for ZeBi/Sodexo?

HEART: What motivates you?

Appendix



Team Member Name:

Appendix

Team Builder: Handling the Angry Customer

Trainer Overview

Understanding anger, and the cycle of anger, is necessary in order for your customer service providers to understand how to work with angry customers. This Skill Sharpener combines group discussion with role-play, which gives your customer service providers practice in defusing angry callers, and helps them identify techniques that will help them handle the situation better. During this session, participants will: learn about anger; identify methods for calming the angry customer; and practice using those methods through role-play.

Materials Needed

Flip chart easel and pad. Markers for facilitator. Enough 3X5 cards for two cards per role-playing team (to determine number, if your group has 10 or fewer participants, divide total number in group by 2; divide by 3 if your group has more than 10 people).

Trainer: Before the session, prepare two “angry statement” cards, one for role-play 1, one for role-play 2. Make one card for each team; all teams will perform role-play

1 first, then everyone will perform role-play

2. Select from the angry statements below, or write your own.

Angry statements:

- “I’ve tried to call you 10 times and haven’t gotten through. Now I’ve been on hold for over five minutes! What’s the matter with you people?”
- “You promised me this order would be shipped last week. Now you tell me it won’t be shipped until the end of the month. This is the third time you’ve lied to me!”
- “You cut off my service for no reason! I’m talking to my lawyer!”
- “Your products are no good! They’re shoddy; they break; they’re just no good!”
-

Introduction

Trainer: Use these words as is, or adapt them to fit your situation.

The customer may not always be right, but the customer is always the customer, right? And sometimes that customer gets angry.

Appendix

Today, we're going to identify what anger is, and learn techniques for managing the angry caller. We'll also have the opportunity to practice some of these techniques later in the session.

First, let's talk about anger. Anger is a physiological phenomenon. When a person gets angry, his or her brain receives a signal that something isn't right. This results in a "flight or fight" reaction — that is, the angry person wants either to run away from or avoid the situation, or fight.

We need to know how to handle both of these reactions to diffuse the call. When a person gets angry, extra blood is pumped through his/her body, the person becomes flushed, and adrenaline flows. The primitive portion of the brain takes charge, which can keep the angry person from acting rationally, thinking clearly or solving problems.

So our role is to take charge of the situation, to help the angry caller calm down and regain control. Your first impulse (and it's a natural one) is to fight back, to defend yourself. What happens when we do that? We lose control of the call, and the caller simply becomes angrier.

Instead, we need to focus on letting the customer blow off steam, to listen to what they're saying, be patient, and never, ever get defensive or angry in return.

- Think about the times you've talked with an angry customer. What techniques have been successful for you in managing this customer?
- Think of the words you've said, your attitude, your tone of voice — let's come up with five or 10 different things we can say or do to calm an angry customer down.

Group Exercise #1

Trainer: On the flip chart, write down the techniques the group identifies. If the group has difficulty getting started, here are some ideas you can use:

- Hear the customer out. Listen to what he or she has to say, indicating concern with an occasional "I see," or "Mm-hmm," so the caller knows you're paying attention.
- Express sympathy: "I'm sorry you're having problems."
- Agree with their frustration: "I can see how frustrating this must be."
- Share their concern: "I'd feel the same way if that happened to me."
- Apologize for the inconvenience, but don't take blame or blame someone else in the company.
- Speak in a calm and soothing voice, more quietly than you normally would.
- After the customer vents, ask closed-choice questions to get the call under control.
- Thank the customer for bringing the problem to your attention.

Appendix

- Ask for more information, with specific questions, to help bring the customer back under control.
- Agree about something the customer is saying: For example, agree that the customer is angry, or that the customer has a problem.
- Stop the conversation, if necessary, explaining that you are there to help but that the language and tone are making it difficult for you to do so, and ask, “Could we start over again, please?”
- After the list is compiled, divide the group into pairs or trios. Have them go to separate corners of the room, as each team will be working separately from the other teams.

Group Exercise #2

Give the first angry-statement card to one person in each group. Explain that this person will be the customer who is calling the CSR. Encourage the “customers” to be realistic — to act as if they are truly angry, to embellish the angry statements and to really act the role of the angry customer. The other person in the pair will be the CSR, who is to respond to the customer, using one of the techniques outlined on the flip chart.

Trainer: If you're using trios, select or have the team select one person from the trio to be the observer. It will be his or her job to observe the role-play and give constructive feedback to the person who plays the CSR role. The observer in the first role-play should not be the observer in the second role-play.

When all the groups are finished, pass out the second set of angry-statement cards. Individuals in each team should switch roles, so that the person who was the customer becomes either the CSR or the observer or vice versa. Allow about five minutes for each role-play. Circulate around the room during the exercise, encouraging people to stay in their roles, and encouraging customers to act angry. Help out as necessary.

After the second role-play, ask the group which anger-reduction technique worked best. Ask for volunteers to demonstrate their techniques before the group. Ask for group feedback. Lead discussion on how techniques learned in today's situation can be used during daily operations

Appendix

Going to Grandma's House

Group Exercise

- Bring the group up into three (3 groups)
- Need 4 tables ... one team at each and the "store" at the fourth. Can easily be tables used during the training time.
- Need one trainer to be the storekeeper and one to oversee the activities (observing the team's behavior). If only one trainer, make a supervisor-in-training the store keeper.
- Basket game pieces. (on following pages – great if you can print in color but black and white works too!)

Scenario

You hear that Red Riding Hood's grandmother is not feeling well and you and your teammates are taking time out of your hectic schedule to bring a basket of goodies to take her. The only problem is your cupboard is bare so you and your fiends are going to the store and bring back all types of goodies to pack in the basket.

- Perimeter 1: You want the basket to be colorful, so you can only have one item of each color in the basket.
- Perimeter 2: The storekeeper will only let one person pick up one item at a time. Return policy is the same you can only return one item at a time.
- Perimeter 3: You cannot have more than one each item and remember they all must be different colors.

Appendix

Going to Grandma's House

Goal

Goal of this exercise is to get make sure the baskets get completed in the most efficient way.

- You may talk with your teammates but not to other teams.
- Let us know when your team has accomplished the goal.

Trainer: What you will often see is one team concentrates so much on getting their items that they do not try and coordinate with others to make sure that their portion of the challenge is going smoothly. They lose focus that the goal is the make sure the BASKETS are completed not just their basket.

If the first time shouts they are completed ... ask them to think back on what the goal is. Encourage them to work together, though no talking between teams, to accomplish the original goal.

Some points to stress:

- Did you get caught up in your task and lose track of the team objective?
- How did it feel the other teams feel first team said they were finished?
- How easy would this be to do in ZeBi?
- Why is it important to work together?
- Was it hard to work together without talking? Think of the times you may not be able to verbally communicate (shifts, back of the house/ front of the house, etc)
- What were effective ways to communicate today and how would they apply to daily work structures at ZeBi?
- What have you learned from this activity and how does it apply to ZeBi?

Grandma's Basket Kit Key

Key (though it is possible for other combinations to work so that every basket has a different item in different colors:

<i>Flowers</i>	<i>Candy</i>	<i>Book</i>	<i>Milk</i>	<i>Apple</i>	<i>Cookie</i>	<i>Napkins</i>	
Yellow	Pink	Green	Brown	Red	White	Blue	#1
Blue	Red	Pink	White	Green	Brown	Yellow	#2
White	Brown	Blue	Red	Yellow	Green	Pink	#3

Appendix

Going To Grandma's House



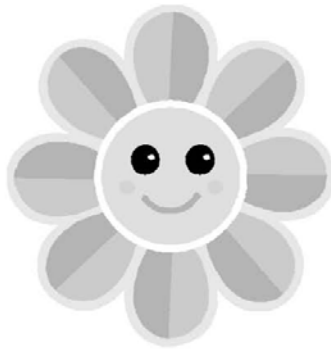
Yellow



Blue

Appendix

Going To Grandma's House



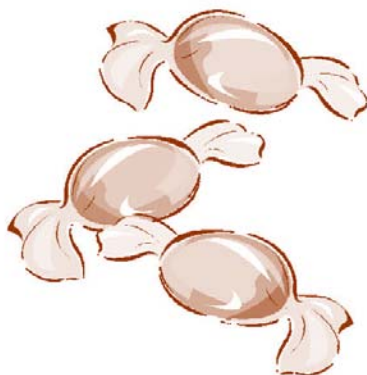
White



Pink

Appendix

Going To Grandma's House



Brown



Red

Appendix

Going To Grandma's House



Green



Pink

Appendix

Going To Grandma's House



Blue



Brown

(Chocolate)

Appendix

Going To Grandma's House



White



Red
(Strawberry)

Appendix

Going To Grandma's House



Yellow



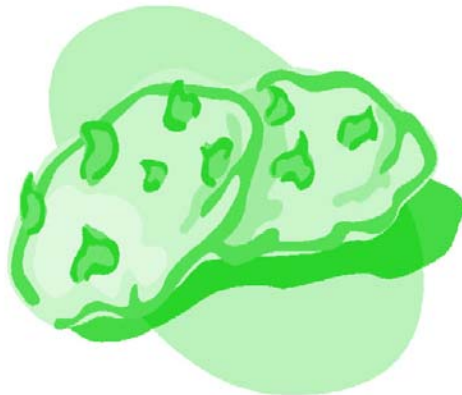
Red

Appendix

Going To Grandma's House



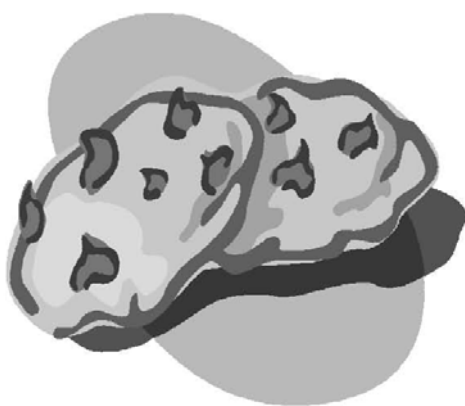
Green



Green
(Pistachio)

Appendix

Going To Grandma's House



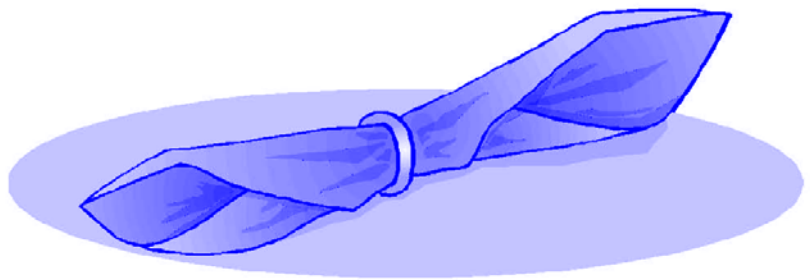
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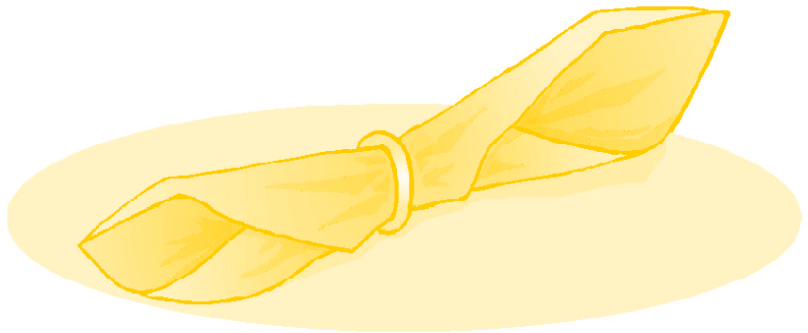
Brown

Appendix

Going To Grandma's House



Blue



Yellow

Appendix

Going To Grandma's House



Pink