

Leatherby's Family Creamery

Customer Service Specialist Training Handbook

Welcome to the Leatherby's Family

Leatherby's Family Creamery is a family-owned restaurant built on homemade ice cream, house-made toppings, and unforgettable giant sundaes.

Our guests don't just come here for dessert — they come for memories. Every smile, every greeting, and every interaction matters. As a Customer Service Specialist (CSS), you play a big role in making each visit special.

Your Role as a Customer Service Specialist

The Customer Service Specialist is the heart of the guest experience. You are often the first and last person a guest interacts with.

Your responsibilities include greeting guests, helping them order, ensuring accuracy, handling payments, resolving issues with kindness and professionalism, and ultimately creating an everlasting experience for each person who walks into our establishment.

We don't expect perfection. We do expect effort, honesty, teamwork, and a willingness to learn — and a genuine desire to care for our guests.

Service Standards at Leatherby's

- Look for ways to make each interaction feel warm and personal
- Offer samples or an ice cream room tour without being asked
- Ask at least one personal question per table (first visit, celebration, local/visiting)
- Make eye contact and acknowledge guests within 10 seconds of entry

CSS = Above & Beyond in Action:

- Greeting every guest warmly and promptly
- Be patient, friendly, and respectful
- Stay calm during busy times
- Efficiency, energy, and speed
 - Your role is designed to aim to speak with each table in the store
- Treat every guest like family
 - Tours of the ice cream room
 - Samples of new flavors and homemade sauce
 - Asking our guests if they are celebrating anything special

- Recommendations
- Going out of your way to make each visit memorable by your interaction

Even when we are busy, guests should feel welcome and appreciated.

Guest Interaction & Helpful Language

- If an interaction would feel repetitive or unnecessary, step back
- Focus on anticipation, connection, and proactive hospitality
- Avoid generic service questions such as “How does everything taste?”
- CSSs exist to enhance the service provided by servers, not duplicate it

CSS Role Clarity: Adding Value Without Duplication

- Follow up later in the visit if you made a recommendation
- Engage children and families with extra care and patience
- Read guest energy and adjust conversation accordingly
- Use enthusiastic, genuine tone — not scripted delivery

CSS Above & Beyond in Guest Interaction:

Greeting a Guest:

- “Hi! Welcome to Leatherby’s — thank you for visiting us today!”
- “Is this your first time? Wow, you are in for a treat!”
 - Tell them who we are, what we are known for, our homemade products, and so on.

If There Is a Wait:

- “Thanks so much for your patience — we’ll be right with you.... Can I get you _____?”

Making Recommendations:

- “If you’re looking for something fun to share, our giant sundaes are what we’re known for. This one is my personal favorite.”

Menu Knowledge & Confidence

- Involve a manager immediately if there is any uncertainty
- Offer informed, safe suggestions for guests with dietary restrictions
- Never guess ingredients or preparation methods
- CSSs must understand allergy awareness and safe food handling practices

CSS Allergy Awareness & Safe Guidance

CSSs are expected to know the menu in its entirety... all current ice cream flavors, specials we are running, and so forth.

If a guest asks about ingredients, allergies, or dietary needs and you are unsure, never guess.

Helpful Script:

- “That’s a great question — let me double check with my manager so I can be sure.”

Order Accuracy & Communication

- Check back after food is delivered to ensure satisfaction
- Share personal tips or favorite add-ons to enhance the experience
- Double-check allergies or special requests with the kitchen
- Repeat orders clearly and confidently

CSS Above & Beyond with Orders:

Accuracy is essential. There may be many days when we need your help running food. This is another opportunity for you to elevate the experience. Always repeat orders back to guests and confirm flavors, sizes, and toppings... but more importantly, we want you to be the icing on the cake.

Icing on the cake:

- “I love our Better cheddar sandwich, but personally, I always add a chicken breast within and a side of _____ to dip it in.”

Handling Busy Times

- Stay calm, positive, and reassuring at all times
- Offer samples or small distractions during long waits
- Check in with waiting guests every 5–10 minutes
- Proactively communicate wait times and delays

CSS Above & Beyond During Rushes:

Leatherby’s can get very busy. During rushes, focus on one guest at a time, communicate clearly, and ask for help if needed.

Remember, when we are busy, people are always willing to wait so long as they are being communicated with.

Helpful Script:

- “Hi folks, your order will be out shortly... We just had a big party come in right before you - we really appreciate your patience. May I bring you some samples of our special flavors in the meantime?”

Handling Mistakes & Tough Situations

- Communicate details clearly to management
- Follow up after the fix to confirm satisfaction
- Thank guests sincerely for their patience
- Take ownership of the issue until it is fully resolved

CSS Above & Beyond in Service Recovery:

Mistakes happen. What matters is how we respond.

If an order is incorrect:

- “I’m so sorry about that — thank you for letting me know. I’ll get that fixed right away.”

If a guest is upset:

- Always listen to the complaint
- Sympathize/thank them for bringing it to your attention.
 - We take every complaint extremely seriously. I appreciate you bringing it to my attention”
- Ask general questions (find out more info):
 - “If you don’t mind, I would like to get more information about your visit so I can look more into the situation”
- If something further ought to happen, get as much information for your General Manager:
 - Date/time of visit
 - Receipt number/what they ordered
 - Description of customer’s clothing, table location, etc.
 - Who the server was?
 - Did they speak with a Manager?
 - Name/address/phone number
- It is crucial that you make sure the Manager is aware!
 - “I understand, and I’m really sorry about that. Let me grab my manager so we can make this right.”
- Final farewell:
 - Thank you/genuine apology
 - “I greatly appreciate you taking the time to tell me about your experience.”

CSS Mindset: Going Above and Beyond

- Guests should never feel ignored or left waiting for assistance
- CSSs are permitted to take tables when necessary to support service flow
- The primary goal of the CSS is to make contact with every single guest
- Unless using the restroom, CSSs should remain on the floor at all times

CSS Floor Presence & Guest Coverage

- The CSS's responsibility is to elevate the guest experience, not to manage the team
- If an operational or employee issue arises, notify the Manager on Duty immediately
- CSSs should never assign tasks, correct employees, or override management decisions
- The Manager on Duty is responsible for directing, coaching, and managing staff
- The Customer Service Specialist does not have authority over other employees

CSS Role Boundaries & Authority

The Customer Service Specialist role exists to elevate every guest interaction from good service to memorable hospitality.

Above-and-beyond service does not mean doing more work — it means being more present.

Creating Memorable Moments

Every guest should leave with at least one positive interaction they remember. This may include first-visit recognition, ice cream room tours, samples, celebration acknowledgment, or thoughtful recommendations.

Reading the Room

Great CSSs know how to adjust their approach. Some guests want conversation, others want efficiency — both deserve excellent service.

Proactive Hospitality

CSSs look for ways to help before being asked by offering guidance, communicating delays, supporting families, and alerting leadership when needed.

Ownership & Follow-Through

If a CSS begins assisting a guest, they should follow through until resolution and confirm satisfaction afterward.

Empowerment to Create Wow

CSSs are trusted to use good judgment to create memorable moments. If unsure, ask a manager — initiative is encouraged.

CSS Daily Intent

Before each shift ask yourself: How can I make someone's day better today? Who can I surprise with kindness?

Checkout & Farewell

- Leave the guest smiling as they exit
- Invite them back in a sincere, personal way
- Use guest names if known
- Thank guests warmly and genuinely

CSS Above & Beyond Farewell:

Handle payments carefully and always thank guests sincerely.

- Guests should never wait to pay!

Farewell Script:

- "Thank you so much for coming in — We will see you tomorrow!"

CSS Summary Checklist

- Greeting guests warmly
- Help guests order with confidence
- Know the menu or ask for help
- Confirm all orders
- Stay calm and kind during busy times
- Handle mistakes with honesty
- Keep service areas clean
- Thank every guest

Employee Acknowledgment & Signature

I acknowledge that I have received, read, and understand the Customer Service Specialist (CSS) Training Handbook for Leatherby's Family Creamery.

I understand that this handbook provides guidance on service standards and expectations. I agree to follow these standards and ask questions if I am unsure.

I understand that policies and procedures may change as needed.

Employee Name (Printed): _____

Employee Signature: _____

Date: _____

Manager Name: _____

Manager Signature: _____

Date: _____

CSS QUICK REFERENCE CHECKLIST

- Arrive looking sharp: clean, pressed, professional
- Make eye contact and acknowledge guests within 10 seconds
- Engage every table with at least one meaningful, open-ended question
- Watch product presentation — does it match our standard?
- Offer samples, tours, or recommendations proactively
- Communicate clearly during waits and busy times
- Create at least one memorable moment per shift
- Use freebies intentionally — impact over quantity
- Support guests with warmth, presence, and professionalism
- Thank guests sincerely and invite them back personally