Customer Paging your Way to a Successful Restaurant Business by Cora Bullock

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Everyday scenes include guests walking back and forth, requests and orders flying left and right, and food attendants swarming the place like beesâ€“all topped with the tinkling of silverware and a buzz of conversation that never dies. While managing a restaurant may seem like a leap of faith at times, it can be fulfilling and financially worthwhile in the long run.

Competition in the restaurant industry is so tough that at least 25 to 33 percent of all newly opened restaurants will throw in the towel or file for bankruptcy within 12 months, according to statistics. In addition, a single mistake on the part of the staff can send your restaurant running to its knees. If you are running or planning to manage a restaurant, itâ€™s only natural to think of ways to avoid a potential nosedive.

Other than good food, the main ethos of restaurants is good customer serviceâ€“which is the care that a customer receives before, during, and after a purchase. Customer service is critical in establishing customer loyalty and the restaurant's reputation. With the proliferation of blogs, customers can easily regale readers with their stories about a delightful dining experience at your restaurant, which can boost its popularity to astronomical levels.

Excellent customer service does not happen overnight. It takes time, training, dedication, and the right tools and equipment. Fortunately, there are baby steps to attain the level of service customers would wantâ€“and it's with the help of customer paging systems.

Customer paging systems involve the use of beepers to provide an easier way for waiters, hosts, and customers to communicate. The beepers alert waiters when a table is ready; notify the staff when meals are ready to be served; and inform customers on the waiting list as soon as their table or order is available. In short, restaurants can maximize their productivity and profits by using paging systems.

Before purchasing customer paging systems, consider certain characteristics like its distance limitation, the maximum number of pagers the system can accommodate, and the type of batteries used. It's better to choose two-way communication systems to provide customers the option to confirm or cancel table reservations.

Running a restaurant has its share of ups and downs. The best you can do is to implement an efficient customer paging system to cope with customers' expectations. If you would like to read more tips on restaurant management, visit runningarestaurant.net for in-depth information.

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