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Successful Restaurant Management with Bistro Paging Systems by Cora Bullock

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To succeed, near-perfection in several aspects like cooking, staff and customer management, business marketing and advertising, kitchen equipment and fit-out, and health and safety standards is necessary. In fact, the industry's waters are so tumultuous that statistics estimate at least 25 to 33 percent of all new restaurants will close their doors or go bankrupt within 12 months.

Restaurants fail for a multitude of reasons. It can be due to bad location, poor management, inappropriate promotion and marketing, and not surprisingly, poor customer service. Customers keep businesses alive and running; they patronize products or services and generate the company's income, which is then used to maintain or improve other aspects of the business. Without customers, the restaurant can be compared to a ship lost at sea, with no sails to journey across the seven seas.

Customer service begins the moment guests set foot inside the restaurant. Its main ethos is to provide a level of service that's better than competitors, and good enough to satisfy customers and compel them to give you a pat on the back. Unfortunately, flawless customer service is easier said than done.

Any restaurant business, regardless of its size, will have its share of customer service issues. That being said, it takes time and patience to train your crew to anticipate customer needs and deliver excellent service down to the last detail. For starters, one of the most basic things you can do is to minimize inefficiencies by implementing a bistro paging system.

Bistro paging systems can greatly improve a restaurant's efficiency as they provide the staff an easier way to communicate. These systems utilize beepers which alert waiters whenever a table order is ready; indicate that meals are ready to be served; and alert customers who are on the waiting list regarding availability of tables. Pagers can maximize the working time of the staff, leaving no customer unattended. It's excellent customer service with a touch of technology.

Bistro paging also helps promote your restaurant. For example, food bloggers who are impressed by your restaurantâ€™s efficient service may be compelled to share their experience at your restaurant with their readers. It is hard to ignore the power blogs now wield, so by providing them with a positive experience, more people are bound to find out about your restaurant and visit it someday.

Managing a restaurant or bistro is serious business. It takes skill, luck, and the right tools to ascend to the summit of fine dining. If you want to learn about the different benefits of Bistro paging, then visit articlesbase.com for more in-depth information.

http://www.articlesbase.com/communication-articles/bistro-paging-an-innovative-scheme-5085566.html

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