

Fit for Growth? Warm Welcome

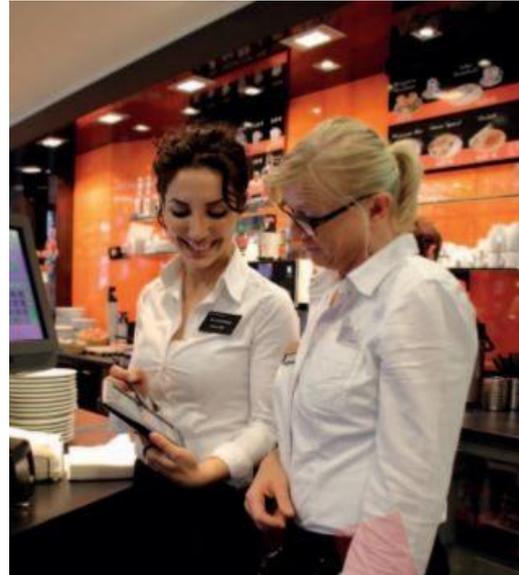
Münster, West Germany. A Tuesday morning in winter. The weather outside is cold and miserable. The passers-by are holding on tightly to their umbrellas in a vain attempt to protect themselves from the rain and snow. The coffee bar door opens and a cool draft blows through the premises as the back door is also propped open.

The few lone customers appear irritated. Some leave their jackets on, others roll their eyes as a small child is repeatedly banging the table top with a spoon. Some tables haven't been cleared and the barista is busy with his smartphone. A couple is talking very quietly, perhaps as to not disturb other people or to not feel overheard. Finally, a customer asks if the back door can be closed. "Of course, you could've asked sooner" is the reply from the barista.

"Customer welfare" is the keyword here and denotes the efforts made to offer your guests a pleasant atmosphere. While the GA-Trendagentur accepts that the combination of events above will only seldom occur together, the individual scenes are found over and over again.

Tip: Work on a "warm welcome" culture with your employees. Here is an example of the possible contents:

1. "smiling barista gestures" - customers instantly feel at ease when greeted with a smile upon entering the store. This also significantly increases the chance that new customers will exercise more patience when waiting.
2. "comfortable temperature" - even if individual baristas find the temperature not to their personal liking, ensure that there is no draft and the store isn't too cold, especially in winter.



3. "Soft background music" *Lounge music* but also *charts* are the best choices to please the majority of people. The volume should be at a level where the customers can still comfortably hold a conversation. As the number of customers inside increases, the music will only be noticed on the periphery.

4. "Newspapers and magazines" - coffee bars need to have reading material available. The best choices are daily newspapers and magazines. Lone customers also appreciate televisions showing (muted) news channels.

5. "clean toilets" - using an hourly "toilet check" plan, this common problem can be easily solved.

6. "Clean tables" - regular clearing and cleaning of the tables also ensures the message of good quality in "coffee & Co" is received by the customers.

7. "being recognised as a regular customer" - if employees can manage to remember the typical orders of regular customers, perhaps with the help of a training, then the highest level of "warm welcome" has been reached. Now you're in the best position to win new customers over and welcome them as regulars in the future. Good luck!

For more tips on how to succeed in the coffee and bakery markets, check out our recent publications on www.ga-trendagentur.com