

**HOW TO PROVIDE AN INDIVIDUAL APPROACH
TO EACH CUSTOMER
(ЗАБЕЗПЕЧЕННЯ ОСОБЛИВОГО ПІДХОДУ
ДО КОЖНОГО СПОЖИВАЧА)**

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Якщо ви бажаєте щоб ваш ресторан приносив вам прибутки та процвітав, потрібно якось залучати споживачів до вашого закладу. У наш час цінується якість обслуговування, своєчасність надання послуг та індивідуальний підхід до споживачів – це запорука успішного бізнесу.

The American experts of automation of restaurant business offer the five effective receptions which will help to create an individual approach to each consumer. Let's consider these five receptions.

Fast service – the first rule of the restaurateur. Visitors of restaurants don't like to wait. They like to make quickly the order and also quickly to receive the food. If you accept orders by phone, use identification number (ID) of the defiant subscriber and a database of your POS system to accelerate process of registration of the order. The POS system is hardware complexes for automation of work of cashiers on the basis of fiscal registrars.

Recognize the guests. Recent poll showed that 86% of the American consumers prefer an own stuffing for their pizza. Support the personalized orders and replacement of ingredients - everything that will help your consumers to receive that they really want. The established software allows to keep information on last orders that will allow to reproduce this individual request anew.

Reliable shoulder of a support. Make so that your guests could rely on you and were sure of your accuracy, timeliness and readiness of your dishes. The software of POS systems provides you all necessary means that you could operate surely orders and in due time provide them. Operational work will convince clients that it is possible to rely on you in any questions.

Small signs of attention. Restaurants use loyalty program for encouragement of the best guests. By means of these POS systems it is possible to define the frequenters easily. To such special guests you can small gifts with a logo of your restaurant.