

Financial training For non financial staff



The financial training specialists

Quality (profit)

We were on holiday last week, and ate out several times – with mixed experiences!

One restaurant was part of a national chain. The food was good, but the service was very poor. When we said this to the manager first he blamed the waiter (it was his first day), then he blamed the kitchen, then what we'd ordered (doesn't bread always takes 20 minutes to prepare?), and then the computer system.

Other places were excellent, however. It's always a joy to eat in places with good food and good service, and we found plenty of them.

This led us to reflect on the ownership structure of the places we experienced. The best places were small and owner managed. They obviously did something about instilling a culture of quality that the larger chains didn't always manage so successfully. These were the ones we would recommend and go back to, and where we left good tips.

We know that business success is about product quality and the quality of the service. As customers we experience these places again and again: we are happy paying a premium price, and seeing that as value for money. Even though we had vouchers giving us a £20 discount from the disappointing restaurant, we still didn't see it as value for money.

So product quality and quality of service translate into better profits.

The key question is: how do you, as a manager, instil this ethos of quality into your team?