

Guidelines for Islamic Values in Customer Service

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GUIDELINES FOR ISLAMIC VALUES IN CUSTOMER SERVICE	3
1. Providing Services	4
a. Employee Roles and Expectations	4
b. Display of Positive Attitude	4
c. Policies and Procedures	4
d. Taking order	5
e. Welcoming Customer/s	5
f. Grooming	6
g. Products and Services	6
h. Food Quality	7
i. Safety & Cleanliness	7
2. Using technology in customer service	7
a. Web Services	7
b. Social Media	7
c. Using Technology	7
d. Etiquette Guidelines for Using Social Networking	8
3. Communicating with customers	8
a. Greeting and Responding to Customers	8
4. Meeting Customer Needs	9
a. Expectations of Our Customers	9
b. Serving Customers with Special Needs	9
c. Serving Difficult Customers	10
d. When dealing with behavioural styles	10
5. Managing Relationships	11
a. Showing that customer business is valued	11
b. Preventing Breakdowns	11
c. Service Recovery Process	11
e. Assuring Customer Satisfaction	12
f. Exceeding Customer Satisfaction	12

Guidelines for Islamic Values in Customer Service

These guidelines describe the standard process for interacting with customers with emphasis on Islamic Values as the core to be practiced by the restaurant and staff members. Islamic Values in summary encompasses 7 main areas which are as follows:-

1. Berniat Ikhlas (*Sincere Intent*);
2. Bersifat Amanah (*Trustworthy*);
3. Berakhlak Mulia (*Noble Character*);
4. Menunaikan Hak (*Fulfilling Rights*);
5. Tidak Memakan Harta orang lain dengan cara yang batil (*Not Consuming the property of others in an invalid act*);
6. Tidak membahayakan dan merugikan orang lain (*Does not harm and harm others*);
7. Bersyukur (*Grateful*).

These guidelines ensure that everyone takes the right steps to satisfy customers in a way that doesn't create double standards or confusion. Specifically, staff members will be able to: provide consistent customer service, important customer service training area required by the staff could be identified, staff members could be trained more quickly with effective customer service, and ensure customers are treated equally and given thorough customer service.

These guidelines require every staff member to always adhere to the following guidelines when interacting with customers:

1. Providing services
2. Using technology in customer service
3. Communicating with customers
4. Meeting customer's needs
5. Managing relationships

1. Providing Services

a. Employee Roles and Expectations

- Employees will take orders, receive cash from customers, distribute change if necessary, prepare food orders, and call customer by name when food is ready.
- Employees should look presentable, wear uniform with no tears, a name tag, an apron, and have their hair tied back.
- Employees should greet every customer promptly and consistently.
- The customer is your top priority.
- Provide service in timely and courteous manner

b. Display of Positive Attitude

- Be Genuine in Welcoming Customers.
- Be Sincere in Offering Your Service.
- Be Hospitable with Customers.
- Be Patient with Customers.
- Be Respectful of Customers.
- Treat All Customers As equal VIP.

(No Discrimination between races, status, appearance)

c. Policies and Procedures

- Employees should wear gloves and hairnets or bandanas when preparing and handling food.
- Don't use gloves that were used to prepare food during cash register transactions.
- Make sure table/table cloth, chair and area is clean and ready before seating customers

- Floors and counters need to be clean always.
- Be familiar with the restaurant's menu, availability and best sellers.
- Be familiar with the restaurants' facilities (Toilets, washbasin etc.)
- Inform customer if there are any facilities are not available or being cleaned (e.g. toilet/washbasin)
- Often glance or check back with customers if they need any assistance or additional orders/requests/bill.
- Refrigerate perishables at proper temperature.

d. Taking order

- Be courteous and patient with while customer reads and choose what to order.
- Repeat order taken with customer

**Optional – Offer water while they are choosing menu

e. Welcoming Customer/s

- Smile and warmly greet customer with “*Selamat Datang*” or for Muslims “*Assalamualaikum, Selamat Datang*” and “*Apa khabar kita hari ini?*” (optional) while maintaining eye contact.
- Introduce yourself.
- Usher customer to seat/ask if they prefer to sit anywhere specific in the restaurant.
- Politely offer the menu.

f. Grooming

- All clothing should be clean, wrinkle free and in good appearance.
- All clothing should NOT have offensive words, terms or pictures.
- NO revealing, provocative, see through, body hugging revealing undergarments
- Body piercing restricted to ears only.
- Body tattoos should be covered
- Nametags worn should be legible and in good condition.
- Practise good daily hygiene, with NO offensive body odours.
- Use subtle-smelling perfumes.
- Clean hands, with nails always kept short and no nail polish applied.
- Hair for Men: Should be kept short, clean and tidy at all times.
- Hair for Women not wearing scarves: Hair is kept clean and neat at all times. No outrageous colour highlights or bleaches.

g. Products and Services

- The company will provide convenient food choices for its customers such as in the menu.
- Food and drinks should be clearly labeled with the name and price on a printed sign.
- The company gives customers the option to pay by cash or credit card for convenience purposes.

h. Food Quality

- Ensure all basic utensils offered are clean, stainless, odourless and not broken (without defects) (plates, glass, cups, spoon, fork, tissue) before serving.
- Dishes served to the customer should be presentable and delicious.

i. Safety & Cleanliness

- Ensure any hazard in the restaurant is clearly marked.
- Alert customer if there are any hazard in the restaurant.
- Ensure at all times toilets and wash basin is clean.

**Refer to PBD32:2017 Tourist Services – Public Toilet*

2. Using technology in customer service

a. Web Services

- Website should list hours and menu that are consistent with the signage posted.

b. Social Media

- Use Facebook as a way to provide information to the customer as well as allowing customers to interact with the business/staff.
- Post daily specials on their Facebook page.

c. Using Technology

- Use technology responsibly by using it only for business.
- Proofread written material that is posted online.
- Respond to customers promptly when they send a message.

- Use business etiquette when communicating through e-mail.
- Be professional while speaking on the phone.

d. Etiquette Guidelines for Using Social Networking

- Social media such as the company's Facebook page and Twitter account must be used for business purposes only.
- Do not share any confidential information about the company that poses security issues.
- Do not use inappropriate or offensive language.
- Do not share inappropriate photographs, videos, or links with inappropriate content.
- Do not attack people who have left negative comments.
- Do not share passwords with unauthorised people.

3. Communicating with customers

a. Greeting and Responding to Customers

- Customers should be greeted immediately as they approach the counter.
- Follow the service recovery process if there is a service breakdown.
- Smile and have eye contact when speaking to customers.
- Use a friendly, professional tone.
- Always apologise for any inconveniences such as long lines.
- Try to use customers' names whenever possible.
- Answer questions sent via e-mail or Facebook within two business days.
- Don't let your personal life affect your ability to serve the customer.

- Don't let customers in a bad mood affect your ability to serve.
- Don't make the customers wait for you if you're on the phone.
- Business conversation takes precedence over personal conversation.
- Thank the customer for their business.

4. Meeting Customer Needs

a. Expectations of Our Customers

- Offer variety of food and beverage items.
- Offer healthy options such as fruits and vegetables
- Provide quick, proper and courteous service.
- Serve hot food hot, and cold food cold.

b. Serving Customers with Special Needs

- Make sure the environment is accommodating for people with limited motion before they come into the business by moving obstacles, like furniture or stands, in the walkway.
- Make sure signs are not posted too high or too low so they don't have to move their head to read them.
- Counters should be low enough for the people to see the customer service representative easily.
- Don't place handouts where people need to extend their arms to reach them, and don't make them reach to receive handouts you hand to them.
- Don't make assumptions that the customer physically needs your help.
- Don't give assistance without asking first if it is okay to do so.

- Don't comment on their disability. Focus on their face and not on their canes, braces or other devices.
- Be patient with the customer if they cannot move quickly.

c. Serving Difficult Customers

- Remain calm and professional.
- Be empathetic to their situation.
- Diffuse anger.
- Don't interrupt them.
- Don't place the blame on anyone.

d. When dealing with behavioural styles:-

Customer Behaviour Styles			
(1) Inquisitive	(2) Decisive	(3) Rational	(4) Expressive
i. Politely stick to the facts.	i. Be task-orientated with them.	i. Be casual and sincere.	i. Sincerely greet customers and make small talk if receptive.
ii. Minimise small talk.	ii. Don't be too detailed.	ii. Rationalise and work with them.	ii. If this customer has a question about a product, show them the product, if possible.
iii. Provide quick but courteous service.	iii. Make things systematic.	iii. Listen to their feelings.	iii. Speak enthusiastically and let them talk
iv. State things in steps.	iv. Stay on topic.	iv. Slow down, listen, and clarify.	
		v. Make them feel good	

5. Managing Relationships

a. Showing that customer business is valued

- Follow-up with customers by asking how they like their food.
- Give incentives for repeat business (if company provides).
- Greet customers with a friendly and genuine attitude.
- Make customers feel special with some small talk and remembering details.
- Thank them for their business.

b. Preventing Breakdowns

- Write order clearly and read order back to customer.
- Apologise and thank customer for waiting.
- Make sure hot dishes are hot and cold dishes are cold.
- Offer alternatives.
- Use large signage that tells the customer what type of payment is accepted and direct them to the ATM machine if necessary.
- Keep set weekly hours and notify customers in advance of any changes.
- If customers are repeatedly asking for healthy alternatives, give them more healthy alternatives.
- Make sure signs are large enough to read and clearly stated.

c. Service Recovery Process

- Apologise to the customer for any inconvenience.
- If food was unsatisfactory, offer an alternative.
- Follow up by asking if the alternative was satisfactory.
- When the customer has a problem, address it immediately.

- Listen to the customer.
- In circumstances where food had been delivered late to a customer, offer them selected complimentary drinks or desserts for having made them wait longer than expected.

d. Assuring Customer Satisfaction

- Get feedback from customers whenever possible.
- Treat the customer like they're number one.
- Repeat and paraphrase the customer's request.
- Ensure products and services are of high quality.
- Listen to the customer and don't interrupt.
- Maintain a positive attitude under all circumstances.

e. Exceeding Customer Expectations

- Offer to carry the customer's carrier/shopping bags upon entry or exit of the restaurant.
- Assist customers in their respective vehicles during bad weather e.g. offering to take them to their cars so they don't get wet.
- Offer customers to call for transport (if the guest is non-resident/ F.I.T) to get them to their next destination.