

## Employers in F&B sector urged to help staff provide good customer service

By Melissa Chong

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Lee Yi Shyan

SINGAPORE: Senior Minister of State for Trade and Industry and National Development, Lee Yi Shyan, has said that employers in the food and beverage (F&B) sector need to help their staff provide good customer service.

Speaking at this year's Excellent Service Awards, Mr Lee said: "There are certain basic skills needed for this industry (in the F&B sector), but beyond individuals, very talented though they may be, you need the employers to come in and construct that kind of environment, to give them the tools, to give them the IT system, to give them the Standard Operating Procedures, to say this is the policy, this what you do, this is what you don't."

For example, the Restaurant Association of Singapore (RAS) is working with SPRING Singapore and the Workforce Development Agency (WDA) on a range of training programmes for the F&B industry.

F&B operators can also tap government funds aiming to upgrade service standards.



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An example is the Customer-Centric Initiative administered by SPRING Singapore, National Trades Union Congress, WDA, Singapore Tourism Board and the Institute of Service Excellence at Singapore Management University.

A total of 1,668 employees from across the industry were awarded for their outstanding customer service on Wednesday.

One hundred and eighty-six of them received the Star Award - which is the top category - after receiving at least five compliments from customers and attaining at least two other service-related awards in the last three years.

Susan Low, a party planner at McDonald's (Hougang Street 21), and recipient of the Star Award, said: "I am still learning because my English isn't good. When I meet Malays or Caucasians, I will explain that my English isn't good, and they are fine with it.

"But at the same time, I just focus on my job, adopt a positive attitude and treat them as friends. My responsibility is to take care of customers. If it is within my capacity, I will do it."

A total of more than 17,000 service professionals in six other industries, such as attractions, banking and hospitality, will also receive Excellent Service Awards in the coming months.

- CNA/ms