

ACES Index

Acknowledge the Guest with a friendly greeting:

“A” – Initiates conversation with a friendly verbal greeting. Smiles AND makes eye contact.

“NON – A” – Responds to guest with a friendly verbal greeting (does not initiate the conversation). Smiles **AND** makes eye contact.

“F” – Does not respond to or initiate a friendly verbal greeting. Does not smile or make eye contact.

Convey an Upbeat and Positive Attitude

“A” – Enthusiastic, energetic, uses tone (volume and inflection) **AND** gestures to convey positive energy.

“NON – A” – Pleasant and polite, open body language (little emotion) **AND** steady tone.

“F” – Lacks energy. Appears to be going through the motions; monotone OR closed body language.

Engage the Customer and Anticipate the Customer’s Needs

“A” – Engages the customer and anticipates the customer’s needs by (doing any of the following):

- Introducing self or Using the customer’s name OR
- Promoting a product or service (proactively) OR
- Engaging in genuine conversation with the customer

“NON – A” – Responds to the customer’s needs, but does not engage the customer or anticipate the customer’s needs.

“F” – Does not engage the customer. Does not anticipate or respond to the customer’s needs.

Show Appreciation for the Business and Offer a Warm Farewell

“A” – Gives a farewell with warm parting remark i.e. “Good luck” **AND** appreciation for the business by saying i.e. “Thank you.”

“NON – A” – Gives a farewell with warm parting remark i.e. “Good luck” **OR** appreciation for the business by saying i.e. “Thank you.”

“F” – Does not give a farewell. Does not show appreciation for the business.