



RAINING BERRIES

Brand Ethos & Customer Service Training

COPYRIGHT © 2023 RAINING BERRIES HOLDINGS, LLC. ALL RIGHTS RESERVED.



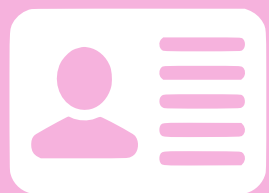
Brand History & Background



- Raining Berries was founded in 2018, and our first location opened in Lutz, Florida in 2020
- Our goal is simple: we want to bring people together and build connections over a fresh cup of coffee!
- We're a franchise, but all locations are locally owned and locally loved :)
- We want to offer communities a fresh, vibrant, and inviting space
- We have something for everyone – diverse menu, social media friendly, personal and professional meetups



VALUES



VISION

Our vision at Raining Berries is to be the heartbeat of neighborhoods nationwide, where the aroma of freshly brewed coffee and the allure of nourishing açai bowls beckon people from all walks of life. We envision a world where our spaces serve as catalysts for genuine connections, where friendships are forged, ideas are sparked, and memories are made, all amidst the backdrop of our commitment to quality and community.



MISSION

At Raining Berries, our mission is to create vibrant community hubs where people come together to savor the finest fresh coffee, açai bowls, and wholesome, healthy eats. We are dedicated to fostering meaningful connections, one sip and one bite at a time, cultivating an atmosphere where every moment is enriched by the joy of shared experiences, and delicious and fulfilling food and drinks.

First Impressions



The first impression a customer forms upon entering Raining Berries sets the tone for their entire experience.

- It's their initial encounter with our brand, ambiance, and service standards. A warm welcome, friendly smile, and attentive service can make them feel valued and eager to return.
- Conversely, a negative first impression may deter them from revisiting, regardless of the quality of our products.
- Prioritizing a positive and welcoming atmosphere from the moment customers walk through the door is crucial for fostering loyalty and satisfaction.

Greeting Customers



At all times, at least one Raining Berries team member should be standing near or monitoring the POS at all times so that customers feel welcome upon entry.

- When customers walk in the door, say **“Hi, welcome to Raining Berries!”**
- If you and your teammates are occupied, be sure to let the customers know you will “be with them shortly.”
 - Also say “thank you for your patience”

Building Rapport



Build Familiarity. Break the Ice. Make Lasting Connections.

We want our customers to feel like family; we provide the service and care that big chains can't. Get to know your customers so they become regulars!

- "Are you enjoying your afternoon?"
- "How'd you hear about us?"
- "Did you watch the big game last night?"
- "Great choice! I like that (drink/bowl etc.) too!"
- "It's great to see you again!"
- "Welcome back! How've you been?"
- "Did you have a good weekend?"
- "Coming in for another (insert their previous purchase)?"
- "It's so nice to see you again! What can I get started for you?"

Loyalty



Our **loyalty program** is essential for keeping our customers coming back for more goodness! When customers sign up, they get cool perks like discounts and freebies. Plus, it helps us get to know their preferences, so we can make their experience better. Oh, and when they love it here, they're more likely to tell their friends and bring in new customers. Basically, it's a win-win for everyone – more happy customers and more business!

➔ ***It's essential that we encourage every customer to sign up for our loyalty program at checkout.***

Ask:

- “Did you check in yet?”
- “Did you claim your points?”
- “Are you a rewards member?”

Loyalty



*Guests can sign up /
check in in-store to
earn points and
redeem rewards!*

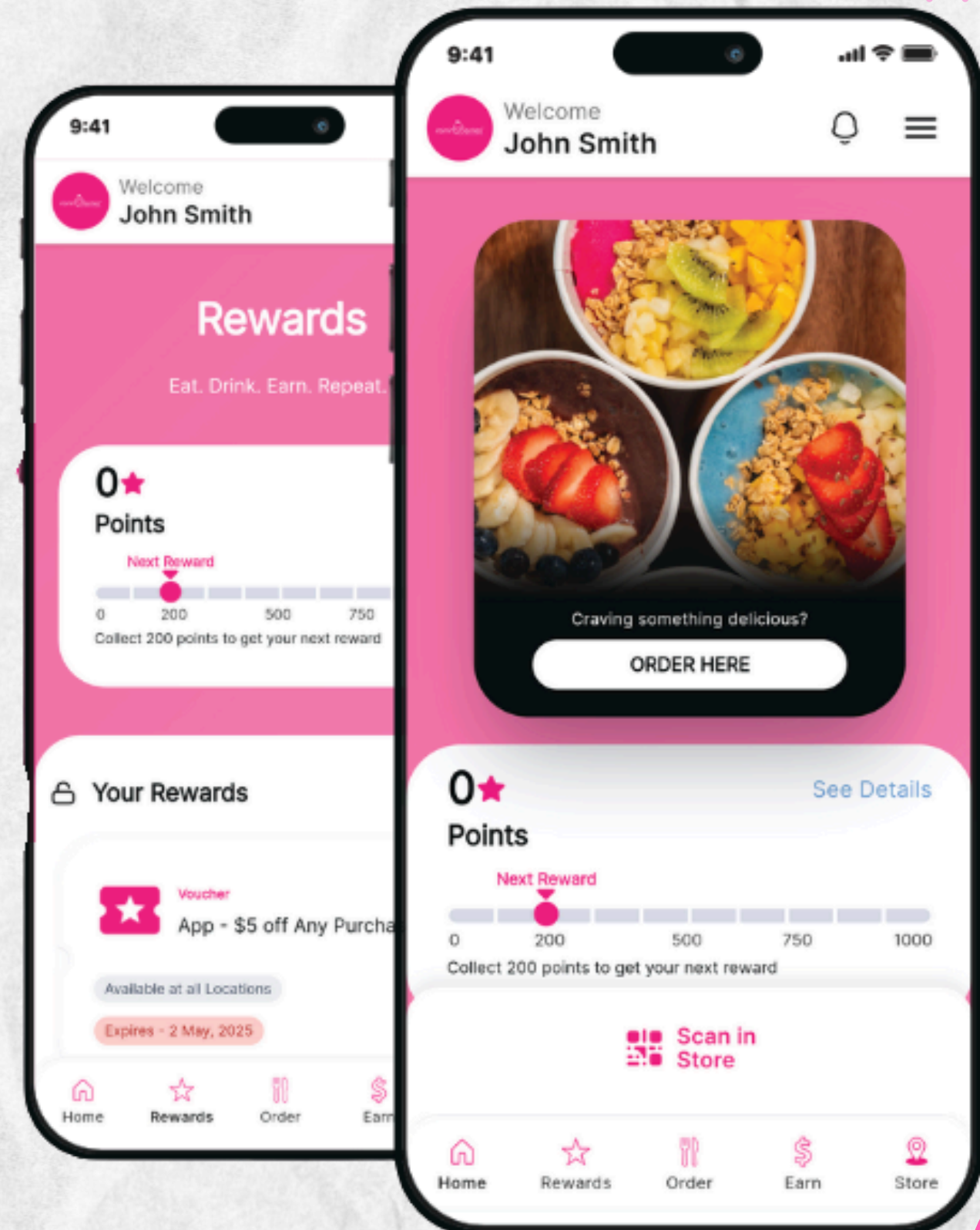
Loyalty members earn
10 points for every \$1
spent



Loyalty



*Customers can
download our
mobile app to
track rewards, refer
friends, and order
ahead!*



Understanding Customer Concerns



How to Navigate Unique Customer Concerns

- Identifying different customer types and their needs.
 - When required, ask questions + make suggestions
- Empathy and active listening skills.
 - Understand their concern and indentify how to best address it
- Handling difficult customers and complaints professionally.
 - Remain professional and polite in your communcation. Locate a supervisor or manager to assist if you are unable to handle a certain situation.

Service Standards



- Greeting customers warmly and creating a welcoming atmosphere.
- Efficient order-taking and payment processing.
 - Pay attention to printed orders & make them in order
- Serving food and drinks promptly and accurately.
- Maintaining cleanliness and organization.
- Orders should be taken to guests at their table.
- Orders should be plated/packed accordingly whether they are for dine-in or takeout