



THE MAKE-UP PROCESS

Customers are our friends, and we want to keep them! To retain our customers, we always apologize when we make a mistake. It's not about who's right or wrong, we want to make-up not break-up. At Taco Bell we are relentless when it comes to fixing what is wrong no matter the reason why. Following the Make-Up Process outlined below will help us to keep the friends we call customers.

1. **ANSWER:** When a customer comes to you with a problem, we want you to respond in a genuine way. A great go to response is "I understand _____ and I'd like to help by _____." For instance, "I understand you wanted your bean burrito with no onions and your burrito has onions on it, I'd like to help by making you another one the way you wanted it."
2. **FIX:** Simply remake the order or fix the problem and do it with a sense of urgency. Because customers are our friends, we believe them. We don't ask for a receipt or proof of what they are telling us. We just fix the problem, no questions asked.
3. **SURPRISE & DELIGHT:** When returning to the customer with their food the way they wanted it, always offer something extra for the inconvenience. Use a Make-Up Card for a free taco of their choice on their next visit. Make the customer want to come back because not only did you fix the problem, but you surprised and delighted them in the process.

Accepting Make-Up Cards: When a customer returns using a Make-Up Card, ring up the free taco using the Promo-Free button on the POS. Be sure to thank the customer for returning.

The Make-Up Process is designed to address just about every guest concern. If you encounter a guest that is not satisfied after you've used the Make-Up Process, ask a manager to become involved. Every team member is empowered to handle a guest concern. Using the Make-Up Process ensures every guest will be WOWED with how we handle their concern. It all boils down to treating every guest as you would treat a friend in the same situation, with respect letting them know someone cares when they do not receive what they wanted.

Signature: _____

Date: _____