

Role-Play Cheat Sheet — FOH

Everyone to the same standard (benchmark = Joy). Drill it here → it's measured the same way (Mystery Shopper).

THE 6 MOMENTS — EVERY GUEST

1 Greet + one line
"Hi, welcome to let it dough! Everything's made fresh this morning."

2 Who we are
UAE homegrown · handmade fresh every morning · natural, no artificial colors

3 Recommend + reason
"The Brûlée Me Away — caramel shell, soft custard inside."

4 Offer a drink
"Karak or a coffee with that?"
Kiosk = no drinks → send to main branch (WAFI, next to VOX)

5 Box / delivery / follow
boxes to share · order online · @letitdough_ae

6 Close + card
"Here's our card — see you again!"

Never: silent hand-over · sample and walk away · say "organic" or "no artificial flavors" · let them leave empty-handed.

3 non-negotiables (all YES = pass)

G1 · Greet + one line

G2 · Offered a drink once

G3 · Handed a card + "come back"

Quality — score /8

Warm greeting	/1
Brand pillars (1 each)	/2
Item + reason	/2
Natural drink offer	/1
Box / delivery / IG line	/1
Two-way conversation	/1

Result

PASS — all 3 non-neg + Quality ≥ 5

PARTIAL — non-neg yes, Quality < 5

FAIL — any non-negotiable missed