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# Riccardo Mazzeo of Three Tomatoes Catering Offers 8 Simple but Effective Tips for Improving the Customer Experience



Three Tomatoes Catering  
<https://www.threetomatoes.com/>

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**DENVER, CO / ACCESSWIRE / May 5, 2022 / [Three Tomatoes Catering](#)** was founded in the 1970s, and it's still going strong more than forty years later. What is the secret to his success? It's not just great food, but also stellar customer service. Its CEO, Riccardo Mazzeo, offers the following tips for new or aspiring caterers to help them improve customer experience, and thus, boost sales and profits.

## Create a Friendly Online Ordering Form

One-third of all catering customers place their orders online, and it's not hard to see why. Online ordering is convenient and reduces the odds of errors and misunderstandings as all the instructions are written down for reference. Another benefit of online ordering is that employees can focus on cooking and food prep rather than taking orders from clients.





### Make sure Your Site is Mobile-Friendly

Recent statistics indicate that 75% of all internet users will only access the internet via smartphone by 2025. Catering services that do not have a mobile-compatible site will miss out on most potential orders.

### Take Special Dietary Needs into Account

People have different dietary needs and preferences. That's why Three Tomatoes Catering offers a range of dietary options. These include formal dishes, informal dishes, spicy dishes, vegetarian and vegan options, and gluten-free dishes. The ample selection makes it easy for anyone to order the perfect foods for any event.

### Offer Choices, but Not Too Many

Contrary to some salespeople's thinking, too many choices and customizations may turn into mediocre customer service. According to the study reported in the book *The Paradox of Choice: Why More is Less*, clients might say that they desire numerous catering menu choices, but too many options generate false expectations and can make a client's decision-making process more challenging. This generates a deep sense of frustration in those customers who are bombarded





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### Responsive Customer Care

Make sure your customer care department is easy to reach via electronic inquiries and an online call schedule calendar. In addition to providing clear and detailed contact information on its website, [Three Tomatoes offers free video-conference consultations](#) to answer clients' questions and requests in a timely fashion.

### Train Staff Members to Offer Stellar Service

Proper training helps employees know what to expect and how to deliver the best possible service. It helps them get along with each other and management. It boosts morale and a catering service's employee retention rate. This, in turn, has a positive impact on customer service as employees know how to handle any task, order, or event with ease and professionalism.

### Be Clear About Your Services

Customers need to know what to expect from a catering service. Caterers that don't offer certain amenities and features should not try to trick customers into thinking these services/amenities are provided. It's better to lose a potential customer than to fail to meet a customer's expectations and have him or her leave a negative review online. Even [one bad review](#) can cost a business up to \$3,000 a year.





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honest reviews. A caterer should read these regularly, respond to comments and questions as needed, and consider customer input when making business decisions. For instance, if several reviewers comment on a particular dish, it's wise to assume that it's a winner. If various reviewers ask for a particular meal option, a caterer should likewise take this into account.

Stellar customer service can distinguish between a successful catering service and a struggling one. Those who want to break into the industry would consider Riccardo Mazzeo's customer service pointers and use them to build a catering service that will meet or exceed client expectations.

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