

Competency 4

Explore techniques for intervening with impaired customers.

Learning Objectives

Explore specific techniques for refusing to serve alcohol depending on the situation.

Examine the correlation between responsible beverage service and providing good customer service.

Explore the changing drinking patterns in the U.S. and Wisconsin.

Compare and contrast difficult customer situations.

Signs of Intoxication

- Tone gets increasing louder
- Speech becomes slurred and harder to understand
- Demeanor becomes increasingly more aggressive over time
- Difficulty with simple actions such as raising a glass to drink
- Unsteady or stumbling walking

Strategies to deal with Intoxication

- Never just abruptly discontinue or cut off service to a customer
- A responsible server always involves their supervisor when possible and uses strategies to slow down service first
- If possible, provide or offer food
- Wait until the customer has finished his or her drink before offering another
- Don't avoid the customer, but begin limiting your time with them

Strategies to Discontinue Service

- Never embarrasses a customer
- Always make every effort to speak to the customer away from others
- Straight forward and honest with the customer
- Always make sure the customer has a ride and if not call a cab, uber, and understand the all options provided by the Tavern League
- Understands that discontinuing service can always be done respectfully

Is there
between
A
Correlation

Responsible
Beverage
Service

Customer
Service



Is there
between
A
Correlation

Responsible
Beverage
Service

Reputation



Is there
between
A
Correlation

Responsible
Beverage
Service

Profit



Explore the changing drinking patterns in the U.S. and Wisconsin.

24/7 Wall Street reviewed the excessive drinking rates in 381 metro areas in the United States to identify the 20 drunkest cities. The 20 drunkest cities in the US are:

- 1.Green Bay, WI
- 2.Eau Claire, WI
- 3.Appleton, WI
- 4.Madison, WI
- 5.Fargo, ND/MN
- 6.Oshkosh-Neenah, WI
- 7.Missoula, MT
- 8.Grand Forks, ND/MN
- 9.Wausau, WI
- 10.La Crosse-Onalaska, WI/MN
- 11.Mankato/North Mankato, MN
- 12.Fond du Lac, WI
- 13.Iowa City, IA
- 14.Dubuque, IA
- 15.Sheboygan, WI
- 16.Watertown-Fort Drum, NY
- 17.Lincoln, NE
- 18.Fairbanks, AK
- 19.Ames, IA
- 20.Milwaukee-Waukesha-West Allis, WI

The drunkest city in the United States is Green Bay, Wisconsin. Approximately 26.5% of adults drink to excess. 50.5% of driving deaths in Green Bay involve alcohol. Wisconsin has a total of ten cities in the 20 drunkest cities list, four of them making the top five. There is no clear answer as to why the state is full of heavy drinkers, however, some attribute it to the cheap alcohol prices and the brutal winters.

The top 20 drunkest cities are in the northernmost parts of the United States, while the driest cities (least drunk) are generally located in southern or western areas.

Challenge Question 1

Which strategy to discontinue service to an intoxicated customer would be the best approach or most appropriate? *

- Avoid the customer completely
- Ask a supervisor or fellow employee for assistance/guidance
- Abruptly discontinue or cut off service
- Ask friends or other customers for assistance

Challenge Question 2

A licensed operator should never undertake which stated action when dealing with an intoxicated customer? *

- Contact the police depending on the situation
- Attempt to de-escalate the situation with the individual
- Come out from behind the bar or retail counter and confront
- Use respectful tone and approach

Challenge Question 3

Individuals who serve and sell alcohol have responsibility to:

- Refuse service to a minor
- Refuse service to an intoxicated customer
- Protect the community
- All the above

Challenge Question 4

Responsible Beverage Service has a correlation to which of the following?

- Customer service
- Reputation in the community
- Profitability of the organization
- All of the above