

THE SECRET TO A STAND-OUT CUSTOMER EXPERIENCE

4 EASY WAYS TO WOW YOUR GUESTS



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CLEANING  DISPOSABLES

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Rising Pressures Force Shifting Strategies

More Restaurants Than Ever Means More Competition

There are more restaurants in the U.S. than ever before and many areas have passed the tipping point into an over-saturated market. Rising fixed costs are only adding more pressure to a tense situation.

Guests' Expectations Keep Rising

Along with more food options than ever before, a massive demographic shift is leading to higher customer expectations:

1. Millennial and Gen Z diners replacing Baby Boomers
2. Nicknamed "American Foodie 2.0" by the National Restaurant Association
3. Much higher "food IQ"—awareness of food quality, food safety, sourcing, etc.
4. Accustomed to diverse, high-quality dining options
5. Value dining experience as much as food quality



The Challenge

To Survive and Thrive, Focus on a Stand-Out Experience

Here's the upside of the current environment: Younger generations are actually dining out more often, and spending significantly more on restaurant meals than previous generations.¹ But research shows they want to spend money on outstanding experiences, not just outstanding food.² Restaurants that are thriving today understand that in order to unlock customer loyalty, they need to focus on delivering a customer experience that stands out in surprising and memorable ways.

This e-book focuses on four strategies along with easy-to-implement, cost-effective ways to make a bold impact on your customer experience.

1. <https://www.forbes.com/sites/alexandratalty/2016/10/17/millennials-spend-44-percent-of-food-dollars-on-eating-out-says-food-institute/#14f011333ff6>
2. http://eventbrite-s3.s3.amazonaws.com/marketing/Millennials_Research/Gen_PR_Final.pdf





STRATEGY #1:



REMARKABLY CLEAN RESTROOMS

Surprisingly, more than poor food or poor service, your restrooms are perhaps the biggest threat to your restaurant's reputation. These four statistics show why stellar restroom cleanliness should be a top priority:

1. The restroom is one of the three most influential aspects of the restaurant experience.³
2. One-third of consumers will never return to a business with an unclean restroom.⁴
3. After a bad restroom experience, half will proactively warn friends and acquaintances.⁵
4. As they look to social media reviews, 80 percent of customers will immediately avoid a restaurant reported to have dirty restrooms.⁶

3. www.mintel.com/blog/foodservice-market-news/cleanliness-menu-selection-and-comfort-most-important-when-dining-out-reports-mintel

4. www.bradleycorp.com/handwashing

5. Harris Interactive survey for SCA Tissue North America

6. www.qsrmagazine.com/outside-insights/dirty-little-secret





STRATEGY IN ACTION

1. HAVE A PLAN

Staff should know exactly what needs to be done, how often and by whom. This program—and restroom cleanliness in general—must be reinforced as a top priority from the very first day of a new employee's training.

2. ENABLE FAST, FREQUENT CLEANING

Restrooms see heavy use throughout the day, so cleaning can't be limited to once daily. Create quick-clean checklists that hit high-traffic surfaces (door handles, sinks, floors, toilets, etc.).

3. SCHEDULE DEEP CLEANS

Ongoing cleaning is critical, but your restrooms also need regular deep cleaning. Schedule deep cleans and assign specific staff responsibilities. Because staff will be treating all surfaces with a multi-use disinfecting solution, choosing simple-to-use deep-cleaning products can dramatically speed the process — helping staff complete deep cleans at the beginning or end of shifts without pushing into overtime.

4. GET THE RIGHT TOOLS FOR THE JOB

Cleaning tools and chemicals should be chosen to minimize the hassle of an already frustrating task. Multi-use disinfecting solutions improve efficiency. Light packaging and closed fitments reduce employee safety risks. And superior chemistry saves water consumption by reducing rewashes.





STRATEGY #2:



HIA

SIMPLY SEAT THEM SOONER

Convenience is like seasoning for the customer experience—it amplifies the positives and covers up the negatives. One of the biggest ways to deliver convenience is to reduce the time customers spend waiting to be seated. Leading restaurants are taking a new look at how they can improve their process for turning tables quickly, minimizing wait times while increasing customer throughput.

A 3-MINUTE IMPROVEMENT

in average turn time delivers a

2% INCREASE

in average tip.⁷



⁷. upserve.com



STRATEGY IN ACTION

1. ENHANCE SERVER/HOST COMMUNICATION

New technologies promise that advanced algorithms will optimize seating, but nothing beats old-fashioned communication between servers, bussers and hosts. Regularly updating hosts on the status of a table can help them pre-assign waiting parties to soon-to-be-available tables.

2. STREAMLINE TABLE CLEARING/CLEANING

Every second a table sits empty costs a restaurant—both in terms of dollars and customer satisfaction. Restaurants can make table-turning a quick, tight process by using multi-purpose ready-to-use (RTU) products that simultaneously clean and sanitize to help bussers get tables ready for the next party.

3. CHOOSE EASY-TO-CLEAN FURNITURE

Many restaurants are paying more attention to the aesthetics and comfort of tables and chairs as they aim to craft a superior experience. But simplicity of cleaning is a feature that shouldn't be overlooked when selecting furniture. Tables, chairs, booths and other surfaces that can be quickly wiped down and resist stains can take minutes off every table turn.

4. ENGAGE GUESTS IMMEDIATELY

Many restaurants now make it a goal to get a server to the table within the first minute. Even if it's just to fill water glasses or deliver a bread basket, this immediate engagement enhances customers' perception of fast, attentive service.





STRATEGY #3:



AMP UP YOUR CURB APPEAL

In restaurants, just like real estate, curb appeal has huge value. Customers begin subconsciously assessing a restaurant from the second they pull into the parking lot, setting the tone for the rest of their experience and adding flavor to everything from their perception of service to the taste of their food. Many restaurants are refocusing on specific spaces that play the biggest roles in shaping first impressions.

The **CLEANLINESS**
of restaurant spaces
—inside and out—
is the **biggest factor**
in customer satisfaction.⁸



8. www.mintel.com/blog/foodservice-market-news/cleanliness-menu-selection-and-comfort-most-important-when-dining-out-reports-mintel



STRATEGY IN ACTION

1. PRIORITIZE EXTERIOR CLEANING

The exterior appearance of a restaurant can bring new customers in—or turn them away. Clean exterior windows and signage is a must. The cleanliness of the parking lot—including well-maintained pavement—is also a major factor in this *first* first impression.

2. DON'T FORGET ABOUT THE ENTRYWAY

The highest-traffic space in the restaurant, the entryway and/or vestibule, requires constant attention. Hosts should have clearly defined, regular spot cleaning procedures to keep floors shining and windows so clean customers might walk right into them.

3. PUT FOOD SAFETY FRONT & CENTER

Restaurants can deliver immediate peace of mind by placing their inspection certificate(s) in the entryway or near the host stand. It's a simple way to bring instant transparency to what's going on back in the kitchen.





STRATEGY #4:



AIM FOR TABLETOP PERFECTION

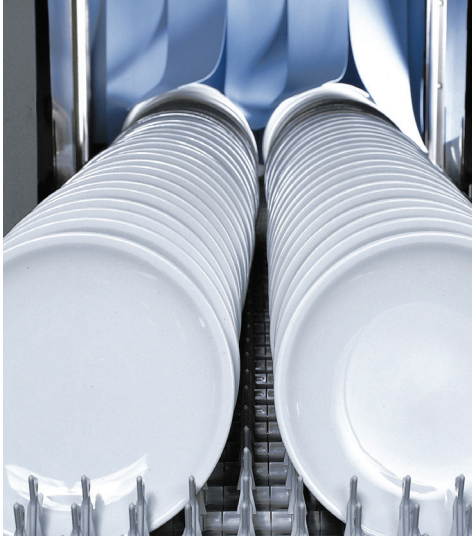
The tabletop is the core of the dining experience—and a critical opportunity to make a big impression. As soon as they're seated, customers make an, often unconscious, assessment of everything on the table.

It shouldn't be surprising that anything that's lacking from a cleanliness or aesthetics standpoint can be disastrous for customer satisfaction. In fact, lacking cleanliness in a table setting ranks above rude waiters among reasons customers choose not to return to a restaurant.⁹

LACKING CLEANLINESS in a table
setting ranks above **rude waiters**
among reasons **customers choose**
NOT to return to a restaurant.



9. www.mintel.com/blog/foodservice-market-news/cleanliness-menu-selection-and-comfort-most-important-when-dining-out-reports-mintel



STRATEGY IN ACTION

1. ABC: ALWAYS BE CLEANING

Effective, multi-purpose cleaning chemicals are essential for basic table-turn cleaning. But bussers and servers also need more intensive products for spot cleaning when spills or other situations require more attention. It's better to keep guests waiting a few extra minutes than seat them at a dirty table, but the right cleaning products can minimize these delays.

2. WARES THAT WOW

Your wares—utensils, plates, glasses, etc.—are one of a restaurant's biggest investments. They're also the medium on and through which customers experience their food. Best-in-class warewashing solutions are needed to ensure wares consistently look their very best, while extending the life of this major investment.

3. SWEAT THE DETAILS

Everything on the table gets heavy use by each party. Servers and bussers can't overlook the little things when preparing a table for guests. Are the menus clean—free of stains and fingerprints? Are salt, pepper and condiment containers clean, full and tidily arranged? These little things make up a superior table setting and can immediately derail a customer's experience.

4. SCHEDULE DEEP CLEANS

Efficient spot cleaning throughout a day of service is critical. But restaurants should do a weekly deep-clean of tables and chairs. This more intensive cleaning will not only speed everyday table-turn cleaning, but extend the life of furniture.



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