How To Deliver a Superior Guest Experience

What’s Your Plan?

How are you going to achieve better results in 2019?
What’s Your Plan?

Budgets / Projections → Marketing / Promotions → Cost Controls / Efficiencies

Numbers Driven Strategy

What’s About The Guest?

ATTRACTION → GUEST EXPERIENCE → RETURN

$ Advertising Promotions Discounts $ $ Cut Costs $ $ Improve Efficiency $ $ Frequency / Loyalty Programs $
What Drives Restaurant Success?

What’s the Most Important Number?

Sales

Costs & Expenses

Net Income

What’s the Biggest Driver of Sales?

Sales

Costs & Expenses

The Guest Experience

Net Income
What Drives Restaurant Success?

What’s the Biggest Driver of Sales?

Your GUEST EXPERIENCE is (by far) your most important MARKETING activity.

The Guest Experience

A Superior Guest Experience

Loyalty

Positive WOM

Spend More

Positive Reviews

Higher Prices
The Guest Experience

Almost 9 out of 10 U.S. consumers say they would pay more to ensure a superior guest experience.

Source: Customer Experience Impact Report by Harris Interactive/RightNow
“My Pleasure”

Guest Experience Leaders Outperform

Average Annual Unit Volume

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<thead>
<tr>
<th></th>
<th>Chick-fil-A</th>
<th>KFC</th>
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<tbody>
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Chick-fil-A

KFC
A Superior Guest Experience

Sales Growth $ → Sales

The purpose of this webinar is to show you HOW it can be done!

Profit Growth $ → Net Income

Numbers Driven Strategy

ATTRACTION

Advertising
Promotions
Discounts

GUEST EXPERIENCE

Cut Costs
Efficiency

RETURN

Frequency / Loyalty Programs

What does the Guest care about?
Guest Driven Strategy

**GUEST EXPERIENCE**

- Quality
- Value
- Delight
- Personal Connection

Positive WOM
Positive Reviews

What does the Guest care about?

What’s Your Plan?

- Budgets / Projections
- Marketing / Promotions
- Cost Controls / Efficiencies

Numbers Driven Strategy
Guest Driven Strategy

What’s Your Plan?

Guest Experience → Service / Hospitality → Quality / Execution

World Class Guest Experiences

1. Don’t happen by chance.
2. Are the result of an “intentionally” designed guest journey.
3. Recognize both the physical (tangible) elements and the emotional outcomes at every stage of the experience.
The Power of Emotion

“People are not rational beings with occasional emotion, they are emotional beings with occasional rational thought.”
- Brene Brown

The Power of Emotion

“Business, like life, is all about how you make people ‘feel’.”
- Danny Meyer
In a Restaurant, What Drives the Guest Experience?
Hospitality is the #1 driver of feelings & emotions!
We are attracted to products, places, people, businesses that make us feel good!

The Guest Journey

Stages

ARRIVAL  ENTER  MEAL  PAYMENT  DEPART
### Unintentional Guest Journey

**Guest journey has never been “designed” from the guest’s point of view**
How to Deliver a Superior Guest Experience

Unintentional Guest Journey

<table>
<thead>
<tr>
<th>STAGE</th>
<th>ARRIVE</th>
<th>WALK-IN</th>
<th>MEAL</th>
<th>PAYMENT</th>
<th>WALK-OUT</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMOTIONAL STATE (MOOD)</td>
<td>+ Good Mood</td>
<td>- Bad Mood</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ARRIVE
- Potholes in Parking Lot
- Trash Near Front Door
- No Welcome

WALK-IN
- No Wait / Booth
- Appealing Menu
- Refreshing Drinks

MEAL
- No Towels in Restroom
- Wait For Server
- One Entrée Lost
- Delicious Food

PAYMENT
- 2nd Entrée Served
- LaMent Apology

WALK-OUT
- Quick Processing
- Sincere Thank You
- Long Wait for Check

Positive Emotion
Negative Emotion
How to Deliver a Superior Guest Experience

Unintentional Guest Journey

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</table>

**EMOTIONAL STATE (MOOD)**

- Curious
- Distracted
- Hopeful
- Impatient
- Unsure
- No Welcome
- Wait for Server
- No Towels in Restroom
- IRRITATED
- One Entrée Last
- Annoyed
- Long Wait for Check
- Frustrated
- Disappointed
- Sincere Thank You
- Quick Processing
- Apology
- Unsecured
- Booth
- Unsure
- Relieved
- Appealing Menu
- Refreshing Drinks
- Delicious Food
- Served
- APPEASED
- Pleased
- Delicious
- Served
- Thank You
- Curious
- Waited
- Lame Apology
- Unsecured
- Booth
- Unsure
- Relieved
- Appealing Menu
- Refreshing Drinks
- Delicious Food
- Served
- APPEASED
- Pleased
- Delicious
- Served
- Thank You
- Curious
- Waited
- Lame Apology
- Unsecured
- Booth
- Unsure
- Relieved
- Appealing Menu
- Refreshing Drinks
- Delicious Food
- Served
- APPEASED
- Positive Emotion
- Negative Emotion

**For Each Touchpoint**

**ANALYZE THE EXPERIENCE:**

- “Put ourselves in the Guest’s Shoes”
- What are the desired emotional responses?

**DESIGN THE EXPERIENCE:**

- Service
- Hospitality
- Quality
- How do we do it?
Intentionally Designed & Supported Guest Journey

Special Attention To Critical Points
Unintentional Guest Journey Recovery

Mapping Your Guest Journey

For Each Touchpoint -

1. Design the Experience
2. Document the Experience
3. Deliver the Experience
Key Touchpoints

ARRIVAL
- Parking Lot
- Signs/Lights
- Exterior

ENTER
- Host Greeting
- Reservations
- Wait
- Seating

MEAL
- Server Greeting
- Drink Order
- Delivery
- Entrée Order
- Check Back

PAYMENT
- Check Delivery
- Payment Processing
- Thank You

DEPART
- Host Farewell

Guest Experience Worksheet

Stage: Meal
Touchpoint: Server Greeting

PART 1: DESIGN THE EXPERIENCE

Consider creating a Guest Experience Design Team made up of one or more managers and key staff members. Involvement will yield better results and buy-in for what you are wanting to accomplish.

Step 1: Guests’ Desired Outcomes
Describe what your guests want to experience in this touchpoint. What do they most want to happen and feel here? What would cause them to have a positive emotional response? What senses are engaged?

- Friendly, genuine
- Personal – does not appear or sound scripted
- Timely – within 60 seconds after being seated
The “Common Sense” Trap

Common SENSE does NOT mean Common PRACTICE!

If it’s important, NOTHING is too elementary!
WRITE IT DOWN!
Step 2: Identify Risks / Obstacles
What could get in the way of your guests receiving the best possible experience at this touchpoint?

- Not aware someone seated in section
- Rushed / in the weeds
- Distracted
- Lack of reminding, coaching & resorting to impersonal script

Step 3: Emotional Response
What do you want the guest to "feel" during or after this step/touchpoint?

<table>
<thead>
<tr>
<th>Welcome</th>
<th>Appreciated</th>
<th>Confident (&quot;I'm in good hands&quot;)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleased (&quot;Server is on my side&quot;)</td>
<td></td>
<td></td>
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Smiles, eye contact with everyone at table
“Personal” welcome
Awareness – continually monitor tables
Team support throughout shift

PART 2: DOCUMENT THE EXPERIENCE

Have your design team identify what it will take to consistently deliver the desired outcomes and emotional responses identified in Part 1.

Step 4: Draft Position-Specific Behaviors
List specific, precise behaviors employees must do at this touchpoint to produce the desired outcomes.

- Smiles, eye contact with everyone at table
- “Personal” welcome
- Awareness – continually monitor tables
- Team support throughout shift
### Step 5: Identify Supporting Systems, Processes
List specific activities, systems, processes needed to support this touchpoint to achieve the desired outcomes? Especially consider ways to address the risks/obstacles and appeal to senses listed above.

- **No rapid seating in same section (double/triple sats)**
- **Seating alerts**
- **Teamwork / co-worker support (hostess, servers, bussers)**

### Step 6: Identify Over-The-Top Opportunities
Brainstorm ways to absolutely "WOW" your guests at this touchpoint and would clearly make your restaurant stand out from your competition.

- **First time visit?**
- **Welcome by name**
- **Recall favorites**
- **Identify special occasions – celebrate appropriately**

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### PART 3: DELIVER THE EXPERIENCE

Now it’s time to begin delivering the new behaviors in this step/touchpoint. Your good employees want to do good work and will welcome the opportunity to improve the experience for their guests. Let them know that you welcome their thoughts and suggestions.

**Step 7: Train and Remind**
List the steps to introduce and train the new behaviors to your people. **Start with WHY** this is important and how it will help them deliver better experiences to their guests. Use pre-shift meetings to remind and reinforce. Remember, success is 1% training and 99% reminding.

- **Initiate training on the goal – positive emotional outcomes – explain the “why”**
- **Initiate training on “why” the greeting is important in creating emotional responses**
- **Use role play in pre-shift meetings**
- **Constant “reminding” of greeting best practices in pre-shift meetings**
- **Update training manuals**
Step 8: Implement Supporting Systems, Processes
Create or enhance systems and processes identified in Step 5 to support employee behaviors and actions required to deliver the desired outcomes in this step/process.

Rotate seating by section – no double / triple seating

Implement seating alert system

Ongoing team communication & support from host/hostess – servers - bussers

Step 9: Feedback and Recognition
Especially in early stages, provide timely feedback and recognition of new behaviors and systems. Continue to reinforce positive behaviors by recognizing progress and successes. Sharing with your team members individually and in pre-shift and other meetings will demonstrate progress and encourage more of the same.

Management awareness & observation of seating/greeting times

Timely management feedback & coaching

Praise for progress, outstanding performance

How to Begin

ARRIVAL
- Parking Lot
- Signs/Lights
- Clean Front

ENTER
- Host Greeting
- Reservations
- Seating

MEAL
- Server Greeting
- Drink Order
- Delivery
- Entrée Order
- Check Back

PAYMENT
- Check Delivery
- Payment Processing
- Thank You

DEPART
- Host Farewell

Identify 1 or 2 Touchpoints
How to Deliver a Superior Guest Experience

How to Begin

ARRIVAL
- Parking Lot
- Signs/Lights
- Exterior

ENTER
- Host Greeting
- Reservations
- Wait
- Seating

MEAL
- Server Greeting
- Drink Order
- Delivery
- Entrée Order
- Check Back

PAYMENT
- Check Delivery
- Payment Processing
- Thank You

DEPART
- Host Farewell
- Invitation to Return

QUESTION: Where would you begin?

In a Restaurant, What Drives the Guest Experience?
What Drives the Guest Experience?

- Accuracy
- Food Quality
- Consistency
- Speed/Timing
- Cleanliness

Who Creates the Emotional Outcomes?
What Drives Your Guest Experience?

Your Employee Experience Drives Your Guest Experience!

What’s Your Plan?

What would your guests say?
What would it be worth?

What would your guests say?
Summary

1. Numbers vs. Guest Driven Strategy
2. Power of Emotion
3. Mapping The Guest Journey
4. The Guest Experience Worksheet
5. How to Begin

Key Point

Keep your focus on what matters most . . .

Your Guest Experience!
How to Deliver a Superior Guest Experience

Delivering Your Ultimate Guest Experience
How to Differentiate Your Restaurant, Delight Your Guests & Create More Loyalty & Positive WOM

Overview  Course Outline

About This Course

Category:  
Outline:

Recommended For:
Owner, General Manager, Front of House Managers, Servers

Learning Time:
57 minutes 49 seconds

What You Will Learn

This RestaurantOwner.com training program will show you how to be intentional about creating the very best guest experience throughout your entire guest journey.
You will learn how to map a guest journey, identify risks to the guest experience, capitalize on all touchpoints, and recover from mistakes. These skills will allow you to delight your guests and have them return time and time again.

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Quickly find the specific resources you want by using our state of the art content filters.
Filter by content type, skill, stage or topic.
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Discover the learning opportunities in our growing library of video courses produced exclusively for members of RestaurantOwner.com. Use them as a way to expand the insights and skills of your entire management team.

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The Restaurant Owner Learning System can become a platform for you and your entire management team to gain new insights, learn new skills and grow personally and professionally.

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Get Started
Thank you for attending!