



Memorable Proactive Hospitality to Create Raving Fans

Our goal at Hideaway Pizza is to exceed the basics and go from “good” to “great”. The ultimate goal of doing a great job at Hideaway Pizza is to create Raving Hideaway Fans which are Hideaway guests who are so devoted to our product and service that they wouldn't dream of taking their business elsewhere and will sing from the rooftops about just how good we are! Just imagine how much we benefit from every one of these fans!

Our Front of House Staff have a huge impact on creating Raving Hideaway Fans. You interact with every guest throughout their visit from the moment, they enter to the moment they leave. Your goal should be to provide Memorable Proactive Hospitality.

Memorable – Worth remembering because of being special

- Think of your favorite restaurant or someone who took care of you. Why do you remember them? What did they do? What can you do to make a guest visit memorable? Turn their experience into a joyful memory.

Proactive – Anticipating needs, taking initiative, guiding

- Anticipate – on the phone appropriately suggestive sell. Do they need a highchair or booster? Red peppers packets to-go? Pay attention – what does the guests need?
- Take Initiative – help a guest with the door, offer to carry they're to-go order out for them, pre-bus, help servers run food without being asked.

Hospitality – The friendly reception of a guest

- Service is taking care of a need. Hospitality is taking care of the person.
- You can get service from an ATM, but you can't get hospitality from it.
- Initiate conversation don't wait for the guest to speak first.
- Up your game!

Our Guest

We call the individuals who dine in our restaurants “guests” as opposed to customers on purpose. The goal of this is to remind everyone of the elevated status that we place on “guests”.

The definition of guest is “one who is the recipient of hospitality at the home or table of another”. Anyone who walks through our doors should be afforded the status of guest. How do you treat guests at your home? Probably with respect and hospitality, which is what the Hideaway is all about.

Memorable Proactive Hospitality

What is Memorable Proactive Hospitality?

- Getting help, getting a problem solved – competently with no hassle, no run around, and no delay.
- Dealing with staff who know their stuff, well trained.
- Being treated with respect, a quick response, and an appreciation for the guest's position.
- Anticipating a guest's needs and wants.

- Ending a transaction or interaction so that the guest feels better than before it began.

Why is Memorable Proactive Hospitality so important?

- A great reputation! Why would anyone want to put time and effort into doing anything if they don't want to be great at it?
- By excelling at Memorable Proactive Hospitality and creating Raving Hideaway Fans; guests will return more frequently. When guests return more frequently:
 - Servers consistently make more money
 - Profits increase, which allows more company growth and more opportunities for staff who are considering Hideaway Pizza as a career.
- It is important that our hospitality is at the same level as our highly rated award-winning pizza!
- Guests who have a bad experience can be counted on to relate that poor experience to their friends and probably everyone possible on-line. Have you ever told anyone about a bad experience you had with a business? Businesses can close if they do such as bad job, and they start losing their guests.
- A 4 top is not just a \$56 ticket (our PPA is currently \$14). The average Hideaway guest comes in every 3 weeks. That's 17 times a year, or \$952 a year. There are guests who have been visiting Cherry St. for 25 years. They are at least a \$23,800 guest!

How we Measure Memorable Proactive Hospitality

How do we know? How do we know that we have provided Memorable Proactive Hospitality? At Hideaway Pizza our goal is to always improve the Guest experience. We can only do that if we know exactly how we are doing right now and where we want to be.

At Hideaway Pizza we want your managers to be all over the details. We want them to know who is doing what, where, when, why, and how. We want them to keep track every step of the way. They will let you know that the work you do is important and that they care. We have found that when you know someone is keeping track – you will keep a lot better track of yourself. We use a few different tools & methods to monitor and measure service performance at Hideaway Pizza.

Sales/Volume Increase

- In the restaurant industry the #1 indicator that you are doing a great job is more guests, coming more often, buying more meals.
- If we have more guests that came in this January than January a year ago - this tells you that you are probably doing something right. If month after month your guest/meal count is increasing, then you are definitely doing something right.

Observation

- Managers observe to see and listen to how the staff member is interacting with guests.
- We may ask other tenured staff how you are doing.
- Guest observation – sometimes a guest will pull us aside and tell us someone is doing a great job.

Electronic Surveys

- Some guests take the time to go on-line and complete a survey.
- They will score you and sometime even mention your name.

E-mails from our Guests

- We receive e-mails from our guests. Sometimes they are good. Usually, they are a complaint about service. Remember that it takes a special kind of angry to leave, get home, still be angry,

get online, hunt down the Hideaway site, and type in a complaint. We really want to avoid these. We must try to resolve these issues before a guest leaves.

Online reviews

- Social Media of all sorts: Instagram, Google, Yelp, Facebook are examples of sites that our guests go to rate how we did. We monitor these to see what people are saying.

Credit Card Service Score tracking

- At a single store level this is a great tool to measure how well a single server is doing compared to other servers at that location.
- It is based on the premise that a higher tip average is an indicator that a guest had a better visit.
- How it works
 - At the end of the week, we take all your credit card receipts.
 - We “kick out” all zero-dollar tips.
 - We then add up all the credit card tips and divide the tips by the added-up sales.
 - This equals your “average”. In a week depending on how much you work this average is what several hundred people “rated” you. The higher the better.
 - We also keep track of your last 4 weeks (more data gives us a more accurate picture).
 - Your average tells us where you compared to other servers at your store. Are you averaging 21% tips or 15%? If several staff at your location are averaging 21% and you are averaging 15% - you are not doing as well as you could be. This will be addressed with you.
 - If other servers can average 21% at your location, this shows what guests at your location are willing to tip if things go well, and what is possible for you.
 - If someone constantly stays in the bottom, eventually we will have to determine if being a server is the best role for this individual.

I-Score (Influence Score)

- The average guest coming in, is most likely going to order and are here for, at the basic minimum, a pizza, sandwich, or pasta. Everything else is EXTRA. So, this percent measures all those add on items: salads, appetizers, beverages, desserts, alcohol, and merchandise as a percent against total net sales.
- The higher the percent, the more “Extras” they influenced.
- How many extra items over the entrée did the server “influence” the guest to purchase?
- **The more items they suggested or influenced the guest to purchase, the higher the percent or I-Score will be.**
- For our purposes, the servers who make the Guests Happiest and Sells More are the most valuable. They make themselves and Hideaway Pizza the most money.

From the standpoint of a single server all of these methods of collecting feedback about guest satisfaction can be put together to paint a picture of how well you are doing. One single data point will not tell us the whole story about your performance, but with all of them we can get a pretty good idea.