



The Lunch Guest at Hideaway Pizza

Panic. Sweaty palms. He couldn't seem to catch his breath. He thought of his wife, his kids, his job! Why had he risked it?

It was like trying to win in Vegas. He had been doing so well for weeks, but in the end, luck always runs out. And it's not like he just bet the house payment, he bet the whole house. He bet his job, which was everything!

And now here he was. Sitting outside his boss' office waiting to be called in. The message had been sparse, "as soon as you get back, I want you in my office".

The Guest got so hungry and tired at work, and he just needed a break! He couldn't stand eating lunch at the office. He needed to get away, unwind, recharge, if only for 60 minutes. And he was lucky – some places only gave 30 or 45 minutes for lunch.

Yeah, in the past he had been warned, written up and put on probation. But this time it would be different. He would be more careful. He would research and take his time when picking where to go. He was never going to return late from lunch again!

Everyone said, "Hideaway is great. Their goal is to get you in and out in 35 minutes!" The Guest called to check. The nice kid on the phone said, "Sure, our goal is to get you in and out in 35 minutes."

The kid sounded so sincere, so sure. And they were only 5 minutes away. That meant a total time of 45 minutes – 15 minutes to spare.

Of course, it went horribly wrong and here he was. Waiting on his boss, sweat pouring down his face, his stomach in knots, the Guest thought back to his doomed visit to Hideaway Pizza.

They sat him quickly, but after that nothing went right.

- His server took 5 minutes to get to the table – 4 other staff had walked by and looked at him but didn't say a word!
- The server finally came over and asked what he wanted to drink and then took off before he got time to get his salad ordered.
- 6 minutes later the server arrived with drinks and asked what he wanted. The Guest gave his order – small salad with blue cheese and a small pepperoni pizza. 3 minutes later the server came back and asked if he wanted hand tossed or thin!!! Why didn't the server ask before?
- 6 minutes later his salad came. It's ok, it's ok – the guest was starting to stress a little, but he still had time – he reminded himself he had built in some spare minutes.
- Finally, an agonizing 17 minutes later his pizza came - he told the food runner that he really needed his check. He ate as fast as he could, burning the top of his mouth.
- And then he waited. He told the person he needed his check. Where was his server!! Now he was starting to panic. Staff kept walking by, he kept trying to get their attention, but he felt invisible.

- He had his card out and there was the server, he had been waiting for 7 minutes, but it felt like an eternity. The server started to drop the ticket and walk away, but the guest stopped him desperately shoved the credit card in the server's hand and a gasped, "Please, I need it fast, got to get to work!"

Even though the server got the credit card back in 4 minutes, it was too late. The Guest had been at the Hideaway for over 50 minutes. There was no way to get back to work on time. He was going to be late.

His boss finally called him in the office and told the Guest the words he had been expecting – oddly he heard them in slow motion - "Yooooouuuu'rrrrre fiiiiirrrrrred."

The Guest eventually got another job and was able to get another, albeit smaller house. And eventually he was even able to retire. After he retired was the only time, he ever ate lunch out again, but never at Hideaway Pizza.

Obviously, this story is extreme, but it hopefully illustrates how stressful it can be from our guest's point of view when we don't do our job, especially at lunch. They just want to get away from the office, grab a bite to eat, and RELAX for a minute. But at times we don't hit the mark and we can make our Guests late and even ruin their day. And then we make matters worse because we can't seem to even understand why they are so frustrated!

Weekday Lunch Info

- Lunch Sales
 - At some stores they account for 40% of our business.
 - If a stores lunch sales are slow – it just may be history of doing a poor job at lunch and we have trained these guests not to come at lunch because we can't get it right!
 - Do your part in ensuring the guests can make this time frame and be a part of building our lunch sales.
- The Guest
 - Speed is of the utmost importance to our business lunch Guests (at dinner a more relaxed pace is usually expected).
 - We must get our lunch Guests in and out in **under 35 minutes**.
 - If we burn them once, they won't come back – we will destroy their trust.
 - If the Guests don't trust that they can get in and out quickly they will go elsewhere.
- Servers
 - When Guests go elsewhere servers make less and less money.
 - Servers are a BIG part of making sure guests get in and **out within 35 minutes**.

LUNCH EXPRESS - FOH Service Standards & Timelines

1. Door is opened for guest
2. Greeter welcomes guest, takes menu(s) exposing lunch specials & guides guest to table. Greeter is to visit with the guest as he/she leads the way.
 - a. Present table to guest, allow them to take a seat. While laying down menus in front of each guest, verbally present the lunch special to them.
 - b. "Be sure to check out our lunch special! _____ will be your server today. They will be with you in just a moment. Enjoy!" **TOTAL: 1 MINUTE**
3. Server greets table (**WITHIN 1 MINUTE**), takes app & drink order, if not complete order.
 - a. "Welcome to Hideaway! How is everyone doing today? My name is _____ and I'll be your server this afternoon. Have you had a chance to look over our lunch specials? Can I start you out with a sweet tea or a Pepsi? [Server takes guests' drink order.]
4. Server returns with drinks – **TOTAL: 2 MINUTES**
5. Server takes order, suggests specific items to complement their choices, repeats order back, & inquiries about split checks.
6. Server immediately enters complete order into POS system – PRINT THE TICKET SO YOU HAVE IT READY (very few people order dessert at lunch so it will be rare that you have re-print later). They will then place printed checks in tip tray. **TOTAL: 1 MINUTE**
 - a. Unless otherwise instructed by the guest, the server should bring food out in the following order: appetizer, salad, main course, dessert. Run food as soon as it hits the expo counter. Even if salad or app have just gone out & the pizza is out one minute after, don't hold the pizza; take it to the table. **TOTAL: 8-12 MINUTES**
7. When you run the guests', food DROP THE CHECK WITH THE ENTRÉE. Remember mints AND mention E-survey. If the main course is run for you, you will need to be at the table within TWO MINUTES to drop the check & check on the guests' satisfaction with meal.
 - a. "How is everything tasting? I have your check(s) ready for you – ABSOLUTELY NO RUSH, THIS IS FOR YOUR CONVENIENCE – I will be your cashier whenever you're ready. Be right back with your sides of ranch & tea refill." **TOTAL: 2-3 MINUTES**
8. Server constantly watches for payment after the check has been dropped, to process payment as quickly as possible. Make sure a dropped check waiting for payment is one of your top concerns – they may have had a great visit, but if we make them wait at the end for you to pick up their payment and cash them out - it will seem like an eternity to them. Server picks up check when guest is ready, pre-busses and offers a Styrofoam box for leftovers, if applicable. – **TOTAL DEPENDS ON GUESTS' EATING TIME**
9. Server returns with credit cards/change; always thank the guest for dining with us and tells them to have a great day. **TOTAL: 1 MINUTE**
10. Door is opened for guest by greeter, "Thanks for coming in! Have a good afternoon!"

Reminders to **ensure 35 minutes or less lunch guest times** which = more business & more money for them:

- Don't slack on your first tables – if you aren't paying attention and get behind on your first table(s) you will have a very hard time catching up for the rest of your shift.
- Stay organized. Make sure everything is ready for the shift and you are ready for the RUSH.
- Don't slow down after the rush – it is easy to get distracted later in the shift when things are slowing down, and you are tempted to slow down yourself. Don't. Move quickly until every one of your guests have left.

**WE ARE TARGETING A 35 MINUTE TOTAL
DINING EXPERIENCE!
ANTICIPATE, ANTICIPATE, ANTICIPATE!!**