

# RESTAURANTS

## Full Serve & Fast Food

### INCREASING REVENUES THROUGH INNOVATION

THERE ARE THREE KEY ELEMENTS, WHICH CONTRIBUTE TO PROFITS:

1. **CUSTOMER SERVICE** is directly related to the food business profits; In fact, it's the lifeblood of any business. Since the early eighties mystery shopping has been utilized to evaluate the overall physical attributes of businesses/enterprises, their customer service and the sales ability of its employees. As a leader in this industry for over 24 years, ESP having completed over 5 million shops in almost every type of business and in every state in the union, has compiled a vast amount of data related to mystery shopping scores and actual dollar value revenues. Combined with our hi-tech procedures this data has enabled us to ascertain the precise "things" that result in successful sales.



Surely, as a principal of your organization you would want to know if **your** employees are doing and saying the right "things?"

Mystery shopping data is incredibly valuable because **it separates the order-takers from those employees who effectively promote your products or services**. In today's economic situation, nothing could be more important as increasing revenues, efficiently and cost effectively

Since 1985, Evaluations Systems for Personnel (ESP), has helped thousands of fast food organizations throughout the USA improve their **customer service**, via tailored **mystery shopping** programs. ESP's programs pinpoint accurately areas of concern in fast food employee behavior and product knowledge. This is crucial to the future of any business – after all, no matter how great your cuisine or services are, it takes just one inept, rude or dishonest employee to negate all of your advertising and overhead dollars. Ask yourself: *"Am I aware of any weak links in my company?"* 95% of dissatisfied consumers do not complain—they simply do not return. Isn't it possible therefore that you may not be aware of any weaknesses? ENTER the **mystery shopper**:

**Mystery Shopping** is a sure way of providing rapid, unbiased and accurate feedback, enabling you to pinpoint areas where improvements will have the greatest impact.

#### Our Evaluators

Of course the quality of individual shoppers (we call them 'evaluators') is an essential ingredient of any feedback. That is why we utilize only the finest **shoppers**—highly qualified, selected and trained. By drawing from our database of over 600,000 shoppers, nation-wide and by continually grading them, we can assure our clients of the finest and most accurate evaluations.

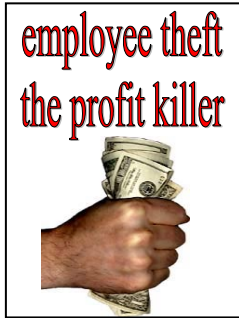
Because of our unique on-line setup we can perform shops efficiently and accurately in almost any airport or in any city in any state, and at a moment's notice.



The quality of our evaluators is an essential ingredient of any feedback. For this reason we use only the finest individuals—highly qualified, selected, trained and constantly evaluated. By drawing from our database of 600,000 plus shoppers- nation-wide and by continually grading them, we can assure our clients of the finest and most accurate evaluations.

## 2. INTEGRITY-LOSS PREVENTION

Over the past 20 years ESP has created a methodology, which identifies any sign of impropriety, ineptness or irresponsibility in the handling of cash or inventories. This is especially important in the fast food business. Because of our training programs our shoppers are able to identify red flags, which might indicate dishonesty: Examples of such actions are listed below:



- o Not closing the till in between sales.
- o Non-issue of a receipt.
- o Incorrect receipt details.
- o Poor eye contact.
- o Suspicious movements, lack of attention and poor focus.

With over 20 years of experience we are fully aware of the techniques employed by dishonest employees. Shrinkage is a fact of life but if employees are aware of the existence of a 'mystery shopping' program it will definitely curtail a great percentage of their actions.

## 3. SALES-ENHANCEMENT

### A. Order takers or Promoters?

**How many patrons or how much business is lost because of inept salesmanship?"** Obviously, your sales data will tell you about your traffic flow and revenues, but will it tell you how many sales you've lost or why you've lost them? **Mystery shopping**, on the other hand will pinpoint trouble spots almost immediately (in real time) and tell you WHY. Only then will you be able to distinguish between order-takers & real promoters.

### B. ESP scorecards

Our scorecards evaluate the **TOTAL CUSTOMER EXPERIENCE**, focusing on the quality of the greeting, needs assessment, presentation of the fare, salesmanship, integrity and the farewell etc. We also offer, as an option a written narrative or comments for each interaction. This allows for more subjective evaluations.

### C. The Add-On Sale/Upselling

One of our restaurant clients increased their yearly net profit by over \$100,000 per location simply by incentivizing their wait-personnel to persuade 20% of their diners to add-on a dessert, an after dinner drink or cup of coffee. The concept is often



recognized by management but rarely encouraged. Staff must be educated and rewarded as to the value of additional income. This can only be achieved through an organized training approach. Simply offering an extra item does not constitute an effective promotion. The server's approach must be sincere,



vibrant and peppered with enthusiasm and a specific technique. Only then can they entice or persuade. But, at the end of the day management must get feedback; they must know whether their training is working. They must know where and why their employees are erring and they must know quickly—in real time—not months after the problem has been diagnosed. **Mystery shopping** will provide you with the rapid accurate feedback so relevant to the success of any business.

#### **D. Incentive Programs**

A major factor in getting employees to add-on or up-sell is the introduction of an incentive program. ESP has been extremely successful in this area and has been contracted by major



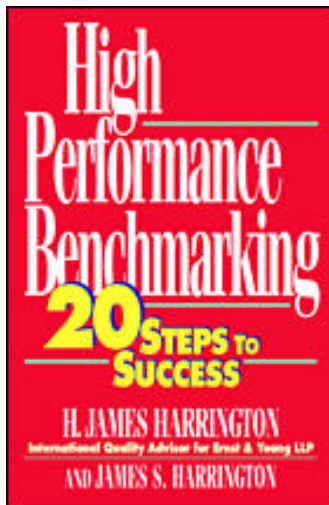
airports to introduce and maintain such programs. Mystery shopping results are extremely useful in any rewards program because they give a numerical value to specific performances such as the best



salesperson or the best customer service provider. In addition to cash prizes we recommend the awarding of great-looking monthly certificates of achievement to employees who perform over a certain standard and quality wooden plaques to operators twice a year

#### **BENCHMARKING**

ESP has been featured in many major publications, as an innovator in the art of comparing products, product mix, services, customer service and prices. In particular we have in-depth




information as to how other airport concessions in the various categories perform. This information provides your airport with benchmarks for future aspirations. According to H. James Harrington in his highly acclaimed book ‘High Performance Benchmarking – 20 steps to success,’ where ESP is prominently featured, companies can benefit greatly from benchmarking by as much as 2000%. He states, *“No matter how good your organization is, or how well regarded your products and/or services are, you cannot stop improving. You cannot stand still. When you do, you really are not standing still; you are slipping backward, because your competition is constantly improving. One of the best ways to keep improving your organization is to benchmark. In the last 10 years, process benchmarking has become the “in” thing to do. Ernst & Young LLP and the American Quality Foundation conducted an extensive international quality study that found a statistical correlation*

*between benchmarking and organizational performance (profit, productivity,, and quality. Benchmarking is one of the few management practices that can be statistically validated as being a key driver for improvement in the best organizations.”*

## 5. TRAINING **Think education is expensive - try ignorance**

After 20 plus years in the business ESP has accumulated innovative training programs dedicated to enhancing customer service and sales skills. We believe strongly in ‘train-the-trainer’ formats.



**1st**  
CHOICE AWARDS  
CHAMPION

**23**  
**Proven Steps  
to Increase  
Sales in Food  
Facilities**

**Tested  
Ideas  
From  
ESP**

Not only is this much more cost effective than bringing in outside experts, it also motivates those individuals who perform the training. ESP has various on-line training formats. According to experts in the field, companies who provide training to their employees have stock returns fifteen times those that don't. **According to experts in the field, companies who provide training to their employees have stock returns fifteen times those that don't.** Spaced repetition is highly recommended for training and education of policies and procedures.

## ONE-CLICK WEB REPORTING

Our Internet customer experience dashboard is the most powerful in the industry. Data is available in almost real time and is accessed via your own personal web site. Our role-based security allows managers to access information dependent upon their hierarchy.



**INTERNET DASHBOARD FOR FAST FOOD ESTABLISHMENTS**

MYSTERY SHOPPING    MARKET BASKET    LOGIN

INCENTIVE PROGRAM    TRAINING

Username:

Password:

**EVALUATION SYSTEMS FOR PERSONNEL (ESP)**  
**(713) 528-3730**

Because of our unique **ON-LINE WEB-BASED** service we are able to perform shops efficiently and accurately in almost any city in any part of the world, and often at a moment's notice.

## MONTHLY REPORTS & ANALYSIS

We have on staff Ph.D. employees who can test the validity of evaluations. Furthermore, we offer monthly reports which not only report for that month but which point out trends and comparisons with previous months.