

## Elevate the Experience Overview

---

When we talk about “Elevating the Experience,” our focus is on the entire Guest experience: food quality and availability, cleanliness, service, and hospitality. Our goal is to elevate the Guests’ experience through a focus on improved product offering, dining experience, overall cleanliness, and an enhanced Service Excellence model. It is a Front-of-the-House and (FOH) and Back-of-the-House (BOH) initiative.

The first step to ensuring things run well in the restaurant is to place the right people in the right positions. As the Manager, you should be aware of **Key Customer Pain Points** at all times and know what is happening in the restaurant to be able to step in when things need to be addressed. Perhaps the most difficult aspect of managing the Front-of-the-House and Back-of-the-House is that you are supervising a large number of people who are working with an even larger number of Guests. The common thread here is that the work involves people, a lot of people who all have their own priorities.

### Key Customer Pain Points

Knowing and understanding what these Pain Points are when managing the restaurant is key. These Key Customer Pain Points are the things we do in our restaurants for which we receive the most complaints from our Guests. Our Guests now compare us to casual dining since there are no longer any national buffet chain competitors. Our Guests have told us that the top 5 things we need to address to gain more visits are:

- Food Availability
- Food Quality
- Cleanliness
- Staff Attentiveness
- Staff Friendliness

The Elevate the Experience Checklist is designed to build dining room management best practices. When using the checklist, answer “yes” or “no” or rate 1-4 where applicable. When reviewing this form, please make comments on any questions you may have and discuss them with your General Manager or Training Manager.

By implementing the Elevate the Experience Checklist in our restaurants, we are building a better connection with our Guests and demonstrating to them that the Genuine Care and Satisfaction of Our Guests is our GREATEST Purpose!