

SMG Cause Items and SOLUTIONS

THE TASTE OF THE FOOD (This is a primary driver for all Guest types)

Potential Causes:

- Incorrect temperatures (mixing hot food with cold food, cold not cold, hot not hot, etc.)
- Freshness of product (proteins dried out, beans not hydrated properly, romaine wilted)
- Failure to adhere to recipes (not following recipes every time prep is being done)
- Unattractive presentation (food just thrown in a pan and sides not wiped down or over full and hard to get the product out without making a mess on the bars)
- Poor maintenance and rotation of product (not filling bars back up when there is a pause in business, not adhering to shelf life)

Solutions:

- Verify temperatures are being taken before food is placed on the bar and that the temperature checks are being completed. Make sure thermometers are calibrated. Ensure Co-workers are using equipment appropriately and within specifications.
- Adherence to recipes is of paramount importance to protect the GC Traditional Favorites and brand recipes- our foods.
- Do daily walk-thru with Co-workers to review ingredients and inventory. Point out freshness and expired product issues as they are encountered. Explain and emphasize that this is a non-negotiable issue. Expired product should be disposed of immediately. Adhere to rotation guidelines to assure that older products are always used first, avoiding potential for quality problems.
- Check deliveries as they are made for quality and freshness. Never compromise food quality and reject shipments if not up to spec.
- Monitor product usage closely to accurately calibrate inventory needs day to day. Excess inventory often leads to product quality issues.
- Remember, perceptions (how it looks) are as important as reality (how it tastes).
- Make sure all food is prepared carefully and looks presentable before placing on the bar.

The Staff Makes You a Priority

Potential Causes:

- Improper or lack of greeting Guests on arrival and failure to invite to return as Guest leaves restaurant.
- Staff distracted and inattentive to Guests (horseplay, socializing, attention to other tasks, etc.)
- Lack of sufficient staff to properly service Guests.
- Lack of sense of urgency or “hustle” to meet Guests needs.
- Manager not in the FOH or on the floor monitoring Guests needs.
- Failure to acknowledge a waiting Guest when attending to another Guest.
- GC on The Go counters not stocked properly.
- Empty tables not wiped down immediately after Guests leave.

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Solutions:

- Guests must be greeted immediately upon arrival. All Co-workers should be responsible for acknowledging Guests in a friendly, positive manner whenever or wherever they are encountered in the restaurant. All co-workers using the 5-foot rule.
- Be alert to Guests. Ask if they are new to Golden Corral and then offer to explain the process and help them through the line.
- Manager on duty should be alert to horseplay and exercise zero tolerance when in the restaurant. Create a culture that when Guests are present, they are priority over other day-to-day tasks.
- Manager needs to be on the floor observing service quality as well as working a variety of day parts to gain awareness of service throughout the day/week.
- Manager sets a standard on hustle and productivity. Co-workers should be aware that work efforts need to be calibrated to business demands and that a “one speed” approach will not work. Offer ample recognition to those Co-workers who step up to day-to-day business challenges.
- Co-workers should understand that we are in the “people business” and that juggling multiple people demands must be integrated to be successful. This starts with adequate staffing, proper training, and continued development.
- First and last impressions are critical. The Guest should feel warmly welcomed and warmly bid farewell to assure return visits. In house training and quality of interaction with Guests is critical and Manager-driven.

If you experienced a problem during this visit, please rate the staff's ability to resolve the problem.

Potential Causes:

- Co-workers not prepared, trained, or empowered to resolve problems when they occur
- Co-workers interprets that resolving problems with compensation is a loss for Golden Corral and hesitate to compensate
- Co-workers fails to listen to Guest's problem appropriately
- Co-workers fails to react appropriately and behaviorally to Guest complaints and take problems and complaints personally, reacting defensively or inappropriately
- Co-workers doesn't understand problem solving options comfortable to them at Golden Corral
- Co-workers don't recognize they are IN a problem resolution situation
- Co-workers don't take a preemptive approach to problem resolution (i.e., recognize “problem potential” situations)
- Managers fail to maintain standards in the dining room leading to failures
- Lack of Co-workers attentiveness

Solutions:

- Co-workers needs to broaden ability to recognize ‘problems. Any request, question, or complaint- regardless of how small or unimportant should be interpreted as a ‘problem resolution’ situation.

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- Manager must always be made aware of a Guest complaint, even if the Co-workers member resolved it, and must follow up with the Guest to ensure their problem was resolved.
- In situations when the Guest voices dissatisfaction, allow the Guest to choose the solution (What can I do to make it right for you?)
- Managers need to teach Co-workers to diagnose the situations from themselves

Friendliness

Potential Causes:

- Poor hiring (warm bodies instead of personalities capable of friendly human to human interaction)
- Lack of appropriate behavior modeling by management
- Lack of sufficient staff to provide adequate opportunity (overstretched)
- Lack of confidence brought about by poor training
- Distracted Co-workers
- Poor facial expressions
- Lack of interaction

Solutions:

- Remind your Co-workers to smile. As a Manager, you should lead
- Remind your staff that “Please and thank you” are always appreciated
- Teach your Co-workers to look for ways to do LSE’s (“little something extra”) for each Guest (opening doors, helping with highchairs, carrying take out bags to the car, etc.)
- Reward your Co-workers for any truly friendly and courteous behavior they show towards our Guests (consider sharing some of your Co-workers success stories on the Co-workers bulletin board)
- Co-workers are our most valuable assets; if we mistreat them, they will take out frustrations on our Guests
- Engage in personal, meaningful conversation (compliment clothes, jewelry...if wearing sports Teams clothing ask about their team, etc.)
- SMILE! (Again...)