

Special Hospitality for Our Senior Guests

Seniors who dine out value hospitality very highly, and it's not just about the "service." True hospitality is much more than the mechanics of being served at a restaurant. *Hospitality* is the emotion our Guests feel when they dine out. We want Seniors to leave our restaurants feeling like Golden Corral truly cares about them, and we want to look for ways to bring joy to their lives.

Some of our restaurants, with a very successful history of building business with Seniors, have shared their best practices:

- All Managers are scheduled during the Early Bird hours and are a visible presence in the Dining Room, not working on administrative tasks such as placing orders, especially in the Line area.
- A designated Manager focuses solely on "Table Visits" during the Early Bird timeframe.
- A Greeter/Host/Hostess greets Senior Guests in the Line, finds out if they are new to Golden Corral, and explains our procedures.
- An extra Server is scheduled to ensure that all of the Steps of Service are met and to help Guests with drinks, etc. Since service and hospitality are critically important, Servers need to spend extra time making our Senior Guests feel special.
- The Line is staffed so that all registers are open, and the lines move quickly.
- Shifts change at 4:30 pm, instead of 4:00 pm.
- The Manager presents a business card to the last Guest in line at 4:00 pm (or even 4:05 pm.) This is the signal for the Cashier to start ringing up the dinner price. A Manager greets Guests who come in after that point (for the next 10 minutes or so), explaining that dinner pricing is in effect. The Manager is available to handle any questions about the price change, keeping in mind what is best for the Guest with the goal of building return visits and Guest loyalty.
- The Early Bird price (using a sidebar key on the register) is honored a little *before* the Early Bird time starts for Seniors who are in Line a little early and a little *after* 4:00 pm for Seniors who are in line at 4:00 pm but not at the register until after 4:00 pm.
- The 100 Club is a focus. Seniors appreciate when staff members not only know their names but also something about them.
- If Seniors are dining and waiting for dinner menu items at 3:45 pm, the changeover is started early so that the Guests are satisfied, and tables are turned over more quickly.
- Servers are trained on key points about our product offering so they can promote our variety, freshness, and homemade items.
- A large table is set up that can be shared by Seniors who come in alone so that they can mix and mingle instead of dining alone.

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- Servers take trays of warm cookies around the dining room during Early Bird hours.
- Regular Senior Guests who are mothers or grandmothers are invited to bring in framed photos of them to be hung in the lobby on Mother's Day.
- Regular Seniors are asked what they would like to see on the menu that they haven't had in a while.