

Foodservice Updates

In This Issue

- [Putting out too many fires?](#)
- [Tech for a seamless hiring process](#)
- [Cross-training for smoother business management](#)

Protect the security of your loyalty program

It's about five times as expensive to acquire new guests as it is to retain existing ones, according to the business consultancy ITA Group. Loyalty programs have become critical differentiators for restaurants looking to boost their retention – and the loyalty points these programs allow guests to accumulate are powerful currency. Unfortunately, this also makes programs appealing targets for fraud. The Loyalty Security Association estimates that \$3.1 billion in redeemed points are fraudulent. Fraudsters may try to hack into a restaurant's loyalty system and manipulate points or redeem them illegitimately, access personal information for monetary exploitation, or even create fake programs that mimic (and damage the reputation of) legitimate ones. As a result, it's important to ensure your program uses layered security measures to protect the information it holds. This includes monitoring each transaction to ensure its authenticity and confirm it comes from a trustworthy source, alerting you to potential breaches, and preventing users from creating fake accounts. At each step in the guest journey, automated checks should authenticate the transaction in a way that protects the security of the system from fraudsters without impacting the seamlessness of the process for valued guests.





Tech Talk

Tech for a seamless hiring process

Whether it's finding suitable candidates or dealing with no-shows, acquiring new staff can be an ongoing headache for restaurant operators. But tech is helping to address some of the main pain points and bottlenecks – both for applicant and employer. For example, as a recent Modern Restaurant Management report says, restaurants can make it easy and fast for candidates to register their interest with them using a “quick apply” button where candidates can submit basic information about themselves, which, if accepted, will prompt them to submit a full application. From there, talent acquisition software can make it unnecessary to take the time to schedule candidate interviews – or even conduct them altogether. Candidates can simply answer questions via video recordings instead of during a formal interview. The software can then track the person's position in the interview process so you both know where they stand. Looking at every step in your hiring process, there is likely a tool to help you automate or streamline it. Are there snags in your process that could be smoothed out with the help of tech tools?



Putting out too many fires?

The restaurant business can be difficult to predict: A sick employee, a piece of key equipment in disrepair, or weather conditions that result in a long line out your door can quickly turn a seemingly routine day into an unmanageable one. When this happens, it's only natural to switch into a different gear where you're putting out fires – taking on some extra tasks here or skipping some safety checks there just to keep up with what's happening in the moment. But this can cause a ripple effect that's difficult to reverse. Specifically, what happens to your procedures when conditions settle down and your operation seems to be flowing as it should? Junior members of the team who have observed the restaurant in fire-fighting mode now know there are some tasks that can be skipped if need be. So do they really need to be done as regularly as they were initially told? Being in fire-fighting mode on a regular basis can erode your management's credibility and lead to a decline in food safety. To stop repeating the pattern, it can help to take a step back and assess how often you're short on staff, having audits or inspections, or otherwise having to scramble to dig yourself out of challenging situations. Understand where you're slipping so you can build a backup plan to ensure you're still upholding your food safety procedures, identify tools or automations that might support you, and ask for help from your team and upper management.



#FoodSafety

Foodservice CEO

www.foodserviceceo.com

Cross-training for smoother business management

It's a challenging task for any service business: How can you best attract, retain and allocate workers while meeting highly variable demand from guests? Cross-training workers to handle a range of tasks can help you manage the variability of business and make jobs feel more worthwhile to staff, though there can be a downside to it. According to a Harvard Business School study, cross-training may lead to a lack of ownership or specialization if not managed thoughtfully. It's best when applied in ways that are aimed at improving service and job quality – and not necessarily applied across the board. The study cites examples of how several foodservice businesses have used cross-training to zero in on bottlenecks and adapt on the fly to demands. Case in point: Moe's Original BBQ once had a clear boundary between front- and back-of-house teams that made it challenging to handle high-demand periods. But by cross-training the teams on certain tasks, like answering phones, serving food, bagging to-go orders, restocking the line and preparing basic sides, the business made it easier for the full team to manage during busy shifts. Having some overlap helps each group get to know the other better and understand what they do, making them more motivated to help each other out. It can also provide staff with a glimpse into other areas of the business that they might want to pursue – and reasons to stay with you.



To find out how Team Four can help your business save money contact us at:

1-888-891-3103 or visit our web site at www.teamfourfoods.com

©2024 Team Four Foodservice, all rights reserved