

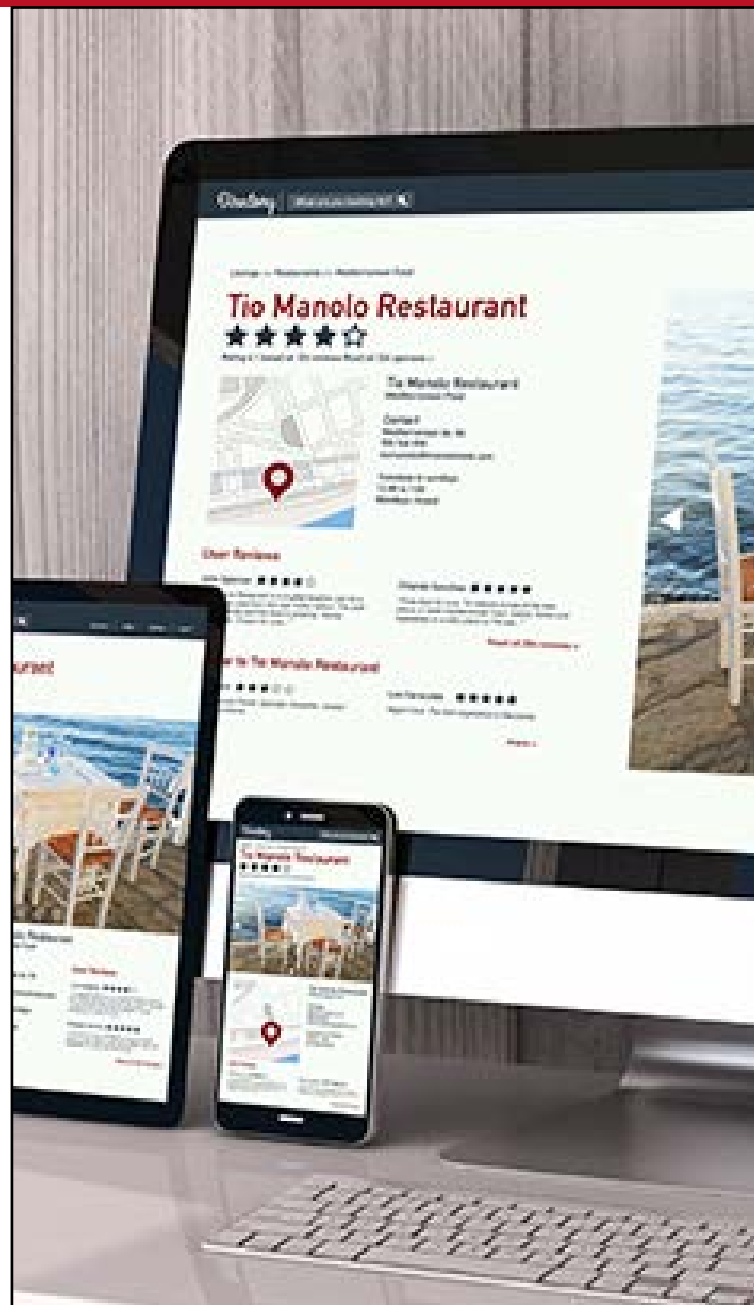
Foodservice Updates

In This Issue

- [Think you have a good safety culture?](#)
- [Untapped opportunities for tech to enhance in-restaurant dining](#)
- [Unionization potential casts spotlight on employee experience](#)

Polish your storefront on Google

Even the most appealing restaurant setting will only go so far if it doesn't attract attention on Google. Research from Pymnts.com found that not only do 56 percent of consumers say they have used Google recently to search for restaurant information, but 51 percent of them also consider Google to be the most useful platform for finding restaurant information. You can optimize your performance on Google by taking actions on a weekly basis to keep your business information up to date: A recent Modern Restaurant Management report advises keeping business hours and online menus current, providing a prompt and genuine response to reviews, and posting new photos and other content much like you would post about your restaurant on social media. Don't miss an opportunity to ask a guest for a review – they are big drivers of SEO ranking. Review your website to make sure you're providing the information guests are looking for in the simplest, easiest-to-find way. Finally, lean local when it comes to your digital promotions. The Modern Restaurant Management report suggests offering promotions and spreading word to local media, universities and bloggers – the local backlinks will help boost your online ranking.





Tech Talk

Untapped opportunities for tech to enhance in-restaurant dining

To be sure, consumers seem to expect more from in-restaurant dining nowadays. But delivering value and enhancing the overall guest experience doesn't necessarily require sweeping changes. Some tech-supported improvements can help in a big way – and recent research suggests there is untapped potential here that can benefit restaurants. A survey from Incisiv about the future of restaurant dining found that the majority of restaurants are leaving opportunities on the table to use digital experiences to boost food's emotional and communal power, as well as offer seamless and efficient service. Making improvements can include everything from simplifying group dining by allowing easy bill splitting to connecting guests with behind-the-scenes content about your ingredients. Similarly, efficiency tech (such as sensors to detect the presence of guests or in-restaurant app modes to allow guests to track orders) can improve the experience of guests, but these tools aren't widely used in restaurants. Looking at your order streams, where is there room to make things more seamless – and in effect, exponentially enhance the experience for your guests?



Think you have a good safety culture?

That may not necessarily be the case. Food safety regulators often have stories about finding health and safety hazards in restaurants known for having strong safety cultures. Food safety consultant Francine Shaw experienced one recently while visiting a restaurant brand known for its food safety: She used the restroom and found that the sink wasn't working, then reported it to an employee who shrugged in response. Unfortunately, all it takes is one understaffed store, or one employee who doesn't take their responsibility to protecting safety seriously, to threaten the safety record of a business. So what can operators do? Developing and maintaining a culture committed to safety is a process that starts at the top of the business, trickles down to all employees and needs ongoing reinforcement. It helps to develop and benchmark training programs that can keep track of training progress and areas for improvement. Understand what tools and people the team needs to protect safety. (Technology can be a useful aid here but it shouldn't be a crutch or a replacement for knowing how to protect the safety of the business.) Adopt the mindset of a regulator when assessing your food safety standards. Where might there be pitfalls that could threaten your safety record?



#FoodSafety

Foodservice CEO

www.foodserviceceo.com

Unionization potential casts spotlight on employee experience

If it seems like unionization is becoming more widespread among hourly restaurant employees right now, new research confirms its appeal: According to 2024: The State of the Hourly Workforce, a survey of over 1,500 hourly workers and 550 managers in North America, 27 percent of hourly workers hope their organizations will unionize. Poor employee morale and retention are at the root of this, with just half of respondents believing their employers care about creating a positive work environment and 41 percent reporting that they have seen no workplace culture improvements in the past year. If any of this sounds familiar, it might help to understand what hourly workers value in an employer – as well as the reasons driving the appeal of unionization. Among the top aspects they appreciate, according to the findings, are their coworkers (69 percent), the work itself (60 percent) and schedule flexibility (52 percent). Recognition, early pay and shift flexibility also encourage people to remain in their jobs. On the other hand, low wages, poor benefits, poor work-life balance and lack of schedule flexibility are driving workers' efforts to unionize. Improving just one of these factors, specifically schedule flexibility, could have a significant impact on employees' job satisfaction – yet less than 20 percent of managers surveyed report using automated scheduling programs, instead using inefficient methods like calling or texting to fill shifts. If you're looking to improving staff morale and retention, where might you make incremental improvements to your culture in ways that could have a positive impact?



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