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Fast Casual Counters are Barriers

Is your front service counter a barrier to your ServPoints and a memorable guest experience? Turn on your Restaurant Eyes and walk in guest's shoes each shift to spot-check the condition of your counter station. You may be surprised by the opportunities for improvement. Take corrective action if necessary.

Why: The Front Service Counter is one of the most important visuals and elements to the Guest Experience. This station is in sight of every Guest. And they see and NOTICE every detail, just like you do when you go out to eat or shop. A neat and organized counter should be **proactively managed and merchandised** to sell and promote menu items and reinforce your brand. **The Front Service Counter is the face of your brand.**

How: Prepare Set high company standards for front service counter stations. They must be:

1. **Clean, Clean, Clean** – No grease or dust on or around fixtures or equipment.
2. **Dry** – Guests sometimes lean on counter or place objects on counter.
3. **Organized** – Everything in its assigned place. **Nothing that is an eyesore should be on front or back counter.**

Displays: Daily Eye-ful Food Displays – Daily displays of a specific menu item are a critical element to your marketing and sales building. They must be properly created, plated and positioned to be effective and get results. **Visual displays equal sales!**

Marketing Collateral: Place only authorized marketing Point of Purchase (POP) materials on counter or in view of guests. **Position marketing materials for maximum exposure.** They should also be placed to hide blemishes (back of older POS terminals for example – and one of the most viewed surfaces).

Method: When you are behind a counter you are in a “defensive” position. Team Members should try to **Hop-the-Counter** to deliver **ServPoints with hospitality** whenever possible and to make a PerformanceBond™ with Guests.

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