

# Run Your Operations Efficiently To *Snap-Back*

The foodservice landscape has changed drastically over the past few months, with most restaurants pivoting their operations to a take-out, pick-up, and delivery only service. But now, as some states begin to reopen, it's time to draw a plan on how to snap-back to continue serving your customers, while driving efficiencies to keep your costs in line with the shifting demand. All this while making sure your operations adhere to the latest guidelines on maintaining a safe environment for customers and staff.

## THE TIPS BELOW CAN GUIDE YOU AS YOU PLAN YOUR APPROACH TO OPERATE IN THIS NEW REALITY:

- Compartmentalize your operation – one of the most important aspects as businesses start to open is continuing measures to prevent the spread of the virus. In a restaurant environment, this is critical. Compartmentalizing your operation by assigning specific tasks to your staff is a step you can take to minimize contamination and high-touch point areas. Think of your operation as having four main areas:



1. **Transactional** – this will be the only area that deals with payment. Although contactless payment tools are ideal, if this is not possible, make sure to have a dedicated staff member to handle transactions and implement proper sanitation in this area. Setting up a diner-style payment area as customers exit your restaurant is also a great way to minimize cash and credit card handling in the dining room area. A best practice would be to include an alcohol towelette when handing the customer their card back. This gives them the opportunity to sanitize their card if they choose to.
2. **Serving Tables** – assign team members specifically dedicated to taking orders and clearing tables. They will not come in contact with food.
3. **Food Running** – team members in charge of delivering the meals from the kitchen and to the table will handle food and only food.
4. **Food Safety** – be sure that your staff handles food safely, using gloves and masks if needed. Consult your local guidelines to ensure you comply with all regulations.

Although it may seem like you need more hands to run a compartmentalized operation, this can make your operation more efficient. Since tasks are specialized, you can assign more tables per team member and still deliver a great service.

- **Adjusting costs to demand** – many diners are eager to dine-in at their favorite restaurants as states begin to reopen, but there is still some uncertainty. Make sure you gradually gauge demand as you plan your inventory to avoid waste and losses. It's a good idea during this time to offer a reduced menu and limited-time offers. This will help you better manage your inventory and maximize profits.
- **Don't forget about the service** – with many digital tools in the restaurant industry, like delivery services, online directories, and reservation sites, that encourage customers to write reviews, service is more important than ever. While customer service expectations are more flexible due to the unprecedented times we are going through, let them know you are adjusting to the new limitations and delivering the best possible experience within the new normal. Diners will appreciate this and become loyal to those restaurants that provide a safe environment while delivering their favorite meals.



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