

WINNING THE BATTLE for the DINING DOLLAR

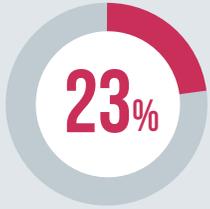


"Your ability to **achieve sustainable success** is determined by the customer experience, which is directly tied to the performance of your frontline workforce. If that experience is anything less than desirable, then all the resources you invest in your location, menu, food quality, ambiance, and even your marketing won't be enough to bring them back."

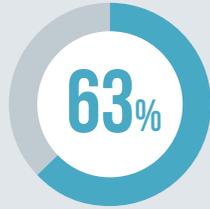
– Eric Chester



Restaurant operators under-invest in employee execution.



Only **23%** of restaurant operators want to **invest in improved training**



Compared to **63%** of operators wanting to **invest in improved products from suppliers**



And **64%** of operators are willing to **invest in new concepts**



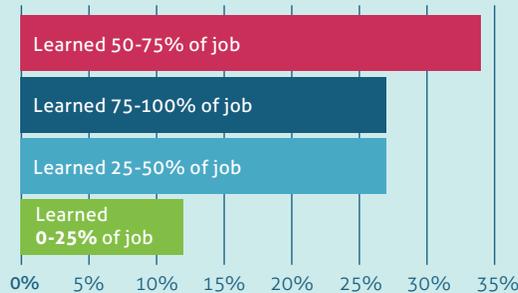
Why bother investing in a new and improved "extra crispy" breading if the workers responsible for executing on it can't get it right?

So then...who's coaching your workers anyway?

53% of restaurant workers frequently **receive coaching from their hourly co-workers**



Percentage of job learned directly from hourly co-workers



31% of restaurant workers are **not confident in their product knowledge**



How confident can you be that hourly co-workers with limited training themselves are providing accurate knowledge and coaching?

Workers are worth the investment.

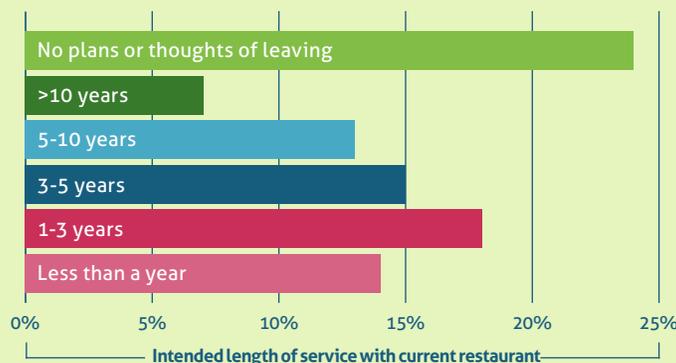
Putting aside the necessity of flawless customer service, restaurant workers actually want to be loyal.

73% of restaurant workers **seek advancement** at their current employer



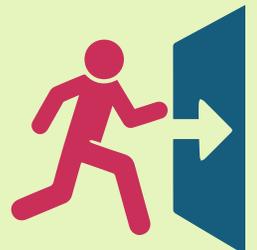
&

60% plan to remain at least 3 years



YET

Reality of **100%** **annual turnover** at restaurants



Investing in frontline worker engagement and performance makes perfect business sense. Read the full report for more data, insights, and ideas for maximizing your return on investments in your products and your people.

Download the full report FREE: bit.ly/dining-dollar