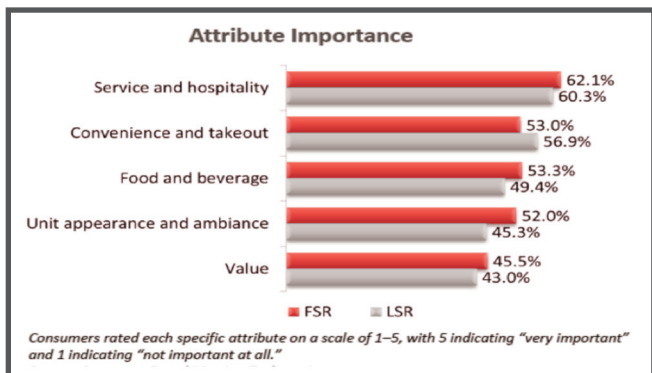




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SERVICE *with a smile*

As the economy improves and consumer confidence rises, expectations are shifting as diners continue to trade up and down across the restaurant spectrum. Operators are working to meet these expectations and differentiate themselves from the competition within all dining sectors. Operators can pull ahead by meeting consumer expectations on the core attributes related to food and atmosphere. However, service seems to be the key driver in creating repeat business or leaving a negative impression.



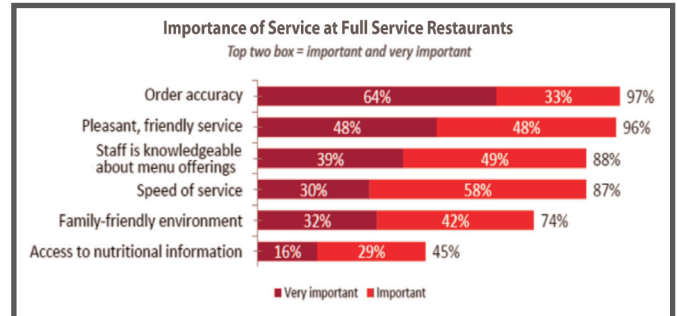
Source: Consumer Brand Metrics, Technomic

There are many aspects to service – starting from the time patrons walk in the door and are greeted – such as:

- pleasant, attentive servers
- family-friendly atmosphere
- knowledgeable staff
- order accuracy
- speed of service

Expectations about service differ depending upon the type of operation. With limited service restaurants (LSRs), consumers place the most emphasis on order accuracy – 96% report that this is the most important service attribute to their visit. However, 90% also cite polite, friendly service as important.

As consumers trade up to full service restaurants (FSRs), the complexity of ordering increases and their expectation of service increases as well. At FSRs, consumers demand attentive, friendly servers who like kids, can ensure an accurate order and make educated ordering suggestions.



Source: Technomic Consumer Brand Metrics Q2, 2013 Page 38

Family Fun

A family-friendly environment is important to 74% of overall FSR consumers. This includes patient, knowledgeable and friendly service for both parents and children. A relaxing meal experience for parents can encourage customer loyalty as nearly 90% of parents cite an atmosphere that is inviting to families is important when deciding where to dine out. Service amenities such as toys, games and children's activities make the dining experience easier for parents and are very well-received at full service restaurants.

In the Know

Another important service element for consumers at FSRs is knowledgeable service. On average more than 90% of consumers who define themselves as healthy eaters state that a well-versed staff is important to them. These consumers look to servers to inform them of ingredients, suggest better-for-you choices or make substitution suggestions that fit their dietary needs.

Risks or Rewards

Overall, consumers expect servers to be attentive to their needs, present a nice, polite demeanor and smile while interacting with them. According to Technomic, the top 10 descriptors that consumers use to define friendly service at FSRs all align with being polite, happy, welcoming and knowledgeable.

The risk in missing the mark on service expectations is in losing repeat business. Over 35% of consumers cite an element of poor service as the main reason they will not return to an establishment. More than 20% of consumers say they would not go back to an FSR with an unfriendly staff. An additional 15% of consumers state that they would not return to an establishment if there was a long wait time or they received an inaccurate order.

Key P.A.T.R.O.N.® Segments

Fun Parents

- Ages 21-44
- Married
- Place a big emphasis on showing the family a good time
- Reward themselves and family with special treats and a way to show family love and make memories
- Restaurants with shareable, family-friendly menus
- They may eat as late as midnight and are not confined to early dinners with the kids

Social Butterflies

- Ages 21-34
- Single with a moderate income and living in large metropolitan areas
- Love a lively atmosphere and want to have a good time with friends, family and new acquaintances
- Health-conscious but desire more adventurous, trendy and craveable foods
- Restaurants can be like a second home

SIDEDISH

Patron Key Issues

Consumers seek added value in their dining experiences beyond great food and atmosphere. High expectations on key service metrics are prevalent in every segment, from LSR to full service dining. Key actions such as greeting customers upon arrival, speed and accuracy of orders and a friendly, knowledgeable staff are service touch points that most impact consumers' perception of the establishment. These service experiences have a powerful influence on their decision whether to return to a restaurant in the future. Providing staff training and guidelines for the service experience can pay off in positive customer experiences and expanded customer loyalty.

Source: ConAgra Foodservice
Proprietary Food Away
From Home Study, 2009

For more targeted recommendations to grow your business, ask your ConAgra Foodservice representative for a customized P.A.T.R.O.N. profile report.



Top 5 Actions

1. Request patron feedback by delivering a form along with the check with a few simple questions to rate your elements of service, such as waitstaff attitude, order accuracy and likelihood of returning. Provide a drop box near the exit for completed surveys and perhaps award a weekly prize among those who respond.
2. Train all staff members to greet customers with a hello and a smile whenever they interact with them. Though they may not be the designated server, simple acknowledgements and friendly greetings go a long way in leaving a positive impression on customers.
3. Read and respond to online reviews. Yelp allows Operators to respond to reviewers either publicly or confidentially. Thank those who leave positive reviews and address any negative experiences confidentially as quickly as possible.
4. Create a master ingredient and nutritional listing that your service staff can reference when consumers have questions about specific dishes or are looking for dietary needs-based suggestions.
5. Sponsor a family game night with food and beverage specials.



to go...

Sources: Technomic Consumer Food Trends Newsletter
Issue No. 4, 2010

Technomic Consumer Restaurant Brand Metrics
2nd Quarter, 2013

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