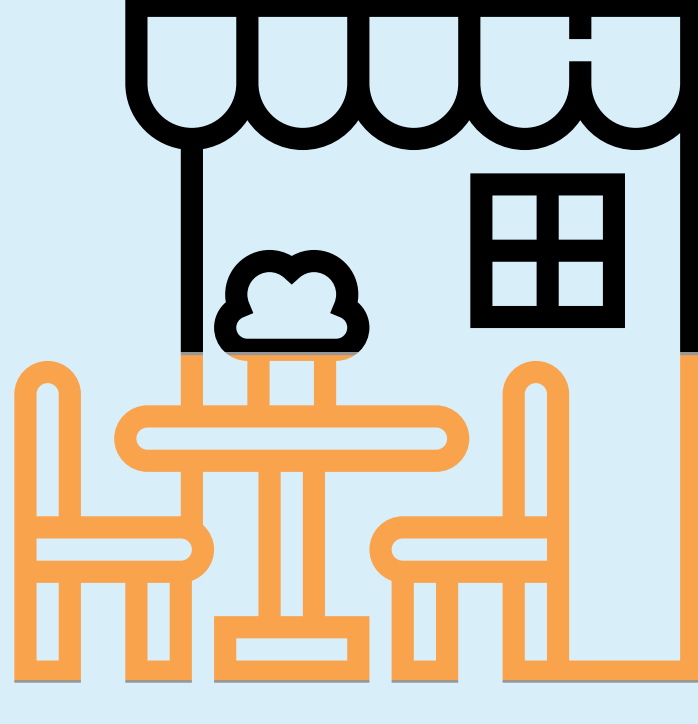


# 5 CHALLENGES THAT CAN COST YOUR RESTAURANT \$100K+ EVERY YEAR!

DO ANY OF THESE AFFECT YOUR RESTAURANT?

## 1 RECRUITING QUALITY TALENT



**59%** of restaurant owners, operators and managers say:

**Hiring, training, and retaining staff is the number one operational challenge**

- Toast Industry Report

## 2 HIGH TURNOVER

### ANNUAL EMPLOYEE TURNOVER RATES

Restaurant and accommodation sector

**72.9%**

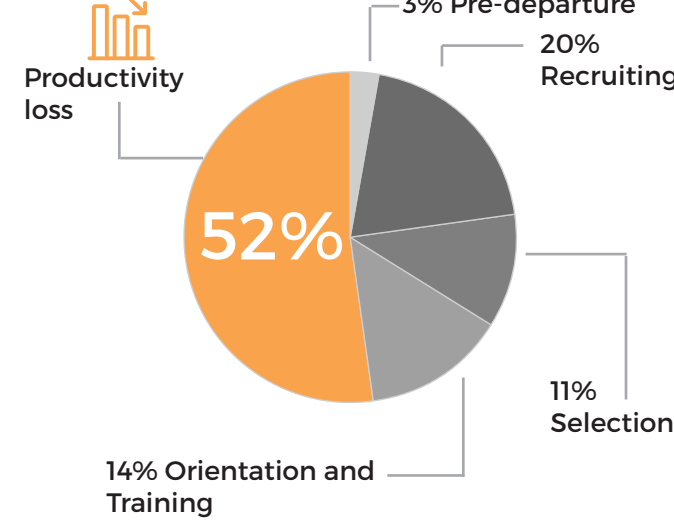
U.S. Private sector

**46.1%**

If your restaurant is maintaining the industry average turnover rate, you are potentially **losing**

**\$428,072 annually**

### AVERAGE COST % OF REPLACING AN HOURLY EMPLOYEE



The cost of losing and replacing one hourly employee is up to

**\$5,864**

- Cornell study

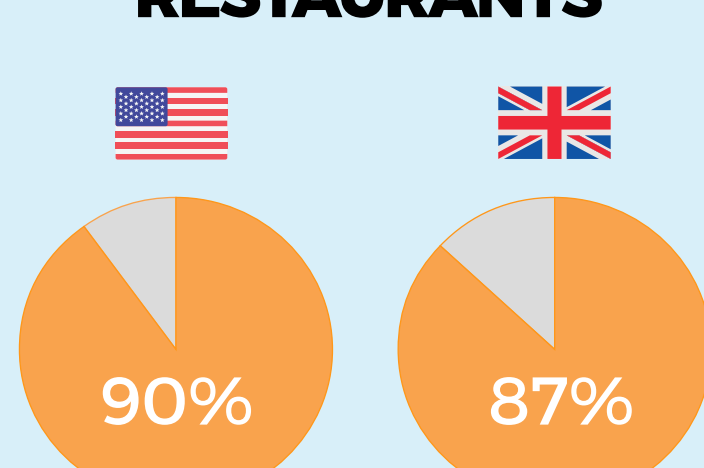
## 3 ONLINE REVIEWS

**94%**

of diners will choose your restaurant **based on online reviews.**

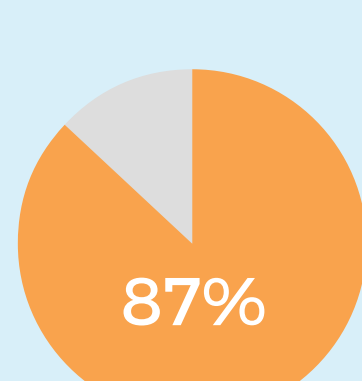
- TripAdvisor survey

### DINERS INSPIRED BY TO TRY NEW RESTAURANTS

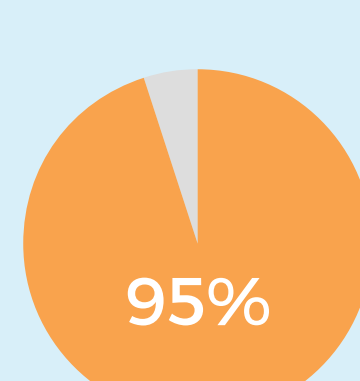


## 4 INCONSISTENT DINING EXPERIENCES

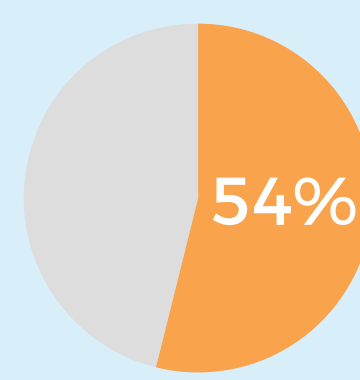
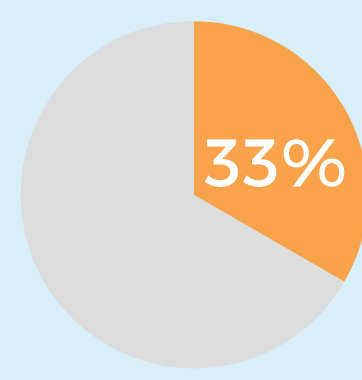
### PEOPLE THAT SHARE GOOD EXPERIENCES



### PEOPLE THAT SHARE BAD EXPERIENCES



Sharing with 5 or more people



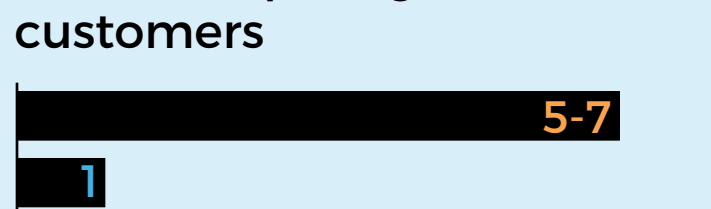
- Zendesk study

## 5 GUEST LOYALTY

### INCREASING REPEAT VISITS BY 5%, CAN RAISE YOUR PROFITS FROM 25% TO 125%

- Bain & Co study

Cost of acquiring **new** customers



Cost of **retaining** customers

Loyal customers can spend up to **67% more** on repeat visits

Did you know?



effectively mastered the economics of loyalty

Pays store operators twice or triple the industry average

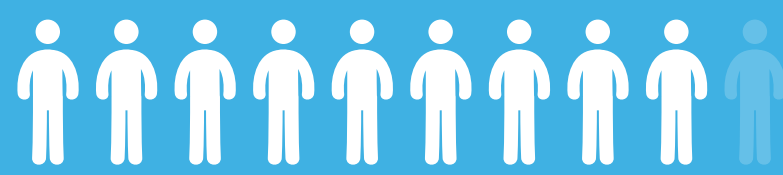
Gives 10% of profits to charity

## IS THIS YOU?



### 8 IN 10 RESTAURANT OWNERS

Started their industry careers in entry-level positions



### 9 IN 10 RESTAURANT MANAGERS

Started at entry level

- National Restaurant Association report

“Great teams are the product of clear and consistent leadership and coaching”

Hospitality Playbooks will take your 'On the Job' experience and skills to the next level

To consistently create memorable experiences that turn guests into **raving fans**, you need a system and framework that everyone can follow

## HOSPITALITY PLAYBOOKS FRAMEWORK

### Benefits of implementing the framework

- Managers will be on the same page
- Save time
- Employees will work as a team
- Guests will experience consistent quality
- Restaurant reputation will shine

### 3 Step Process

1. Transform from manager to leader and coach
2. Create an environment where hospitality can thrive
3. Develop a team of hospitality all stars



<https://hospitalityplaybooks.com>

Sources:  
<https://pos.toasttab.com/restaurant-management/restaurant-success-industry-report>  
<https://scholarship.sha.cornell.edu/cgi/viewcontent.cgi?referer=&httpsredir=1&article=1148&context=chrrpubs>  
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<https://wahospitality.org/blog/four-steps-to-developing-an-extraordinary-staff-in-your-restaurant/>



We provide playbooks, tools, training, and support to help restaurant owner/operators and managers Attract, Develop, and Retain 'A' Players for the restaurant team.

The playbooks focus on delivering consistent, memorable dining experiences that increase repeat and referral business and improve social reviews.