TJ Schier tj@tjschier.com



## **GOALS**

- 1 DRIVE TAKEOUT SALES
- 2 COMPETE W/THE BIG CHAINS
- 3 REMOVE EXCUSES & UNCERTAINTY
- 4 TAKE ACTION = MORE \$



Winners and losers have the same goals. You do not rise to the level of your goals. You fall to the level of your systems.

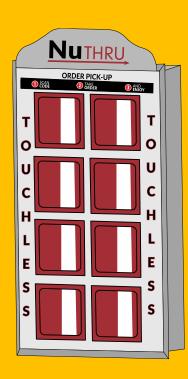
James Clear





## **BIG PICTURE**









#### **PROGRAM CREATORS**











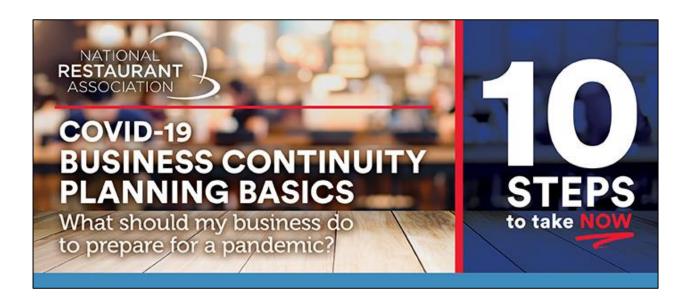
#### PROGRAM OVERVIEW





#### TRUST: PROCEDURES IN PLACE

- NRA/State Assn
- Health Dept
- Training
- Communication







#### TRUST: PROMOTE TO GUESTS

- Email
- Signage
- Video
- Website
- Digital
- Radio/TV







#### **FACILITY**

- QR Codes
- Pickup Stations









#### **MENU**

- Group Ordering
- Family Meal
  - Dessert!
  - Find hook







#### **MENU**

- Meal Kits
- Kid's
- Easy for ops
- Take lid off sales









## MENU – SOCIAL CAUSE





#### **MENU - KITS**



## RECREATE RESTAURANT EXPERIENCE







### MENU - GHOST KITCHEN?











## ORDER-TAKING

#### ORDER TAKING - DIGITAL





Cutting the line is easy as

1 2 3

#### 1. ORDER

Online at Chipotle.com, via mobile, or by calling 555-555-5555.

#### 2. PAY AHEAD

Have your credit card ready.

#### 3. PICK UP

Go directly to our pick-up area to grab your meal and chow down!

Want to speed things up even more?

GET OUR MOBILE APP!







#### **ORDER TAKING - PHONE**

- Answer & Sell
  - Packages
  - Simplify Menu



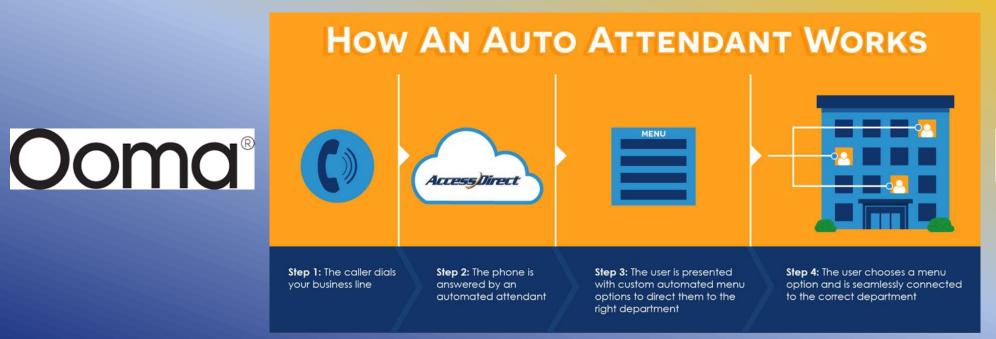








#### **AUTO-ATTENDANT**











#### A.I. CALL CENTER



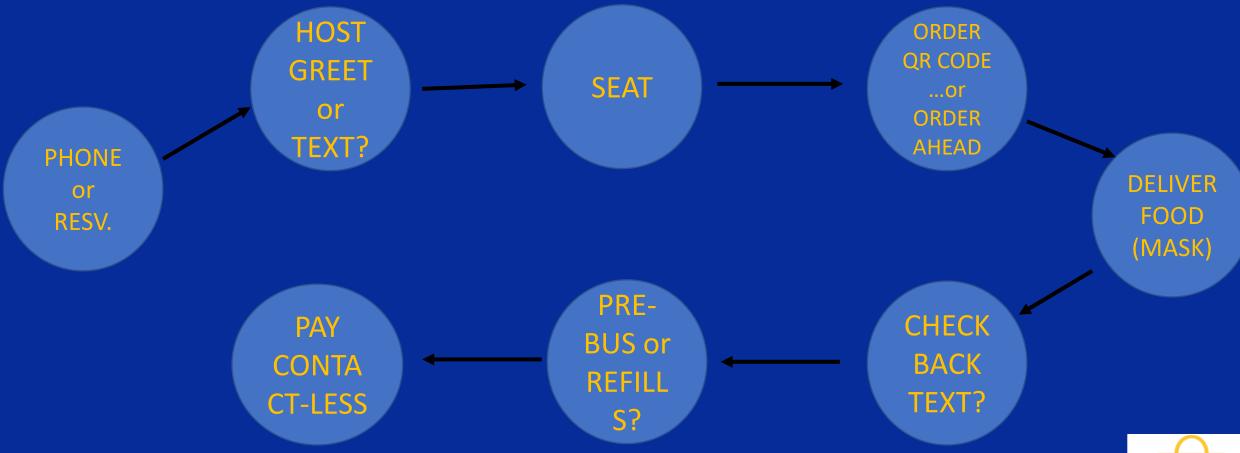


# THE 'OLD' STEPS OF SERVICE



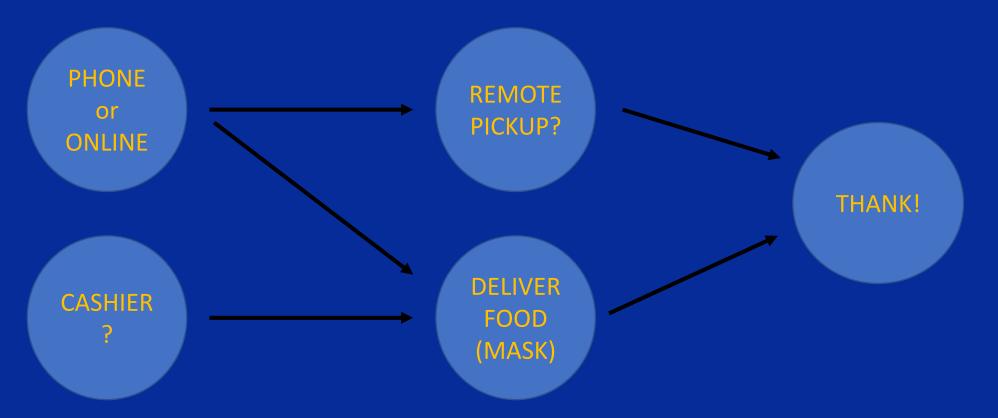


#### THE NEW STEPS OF SERVICE - FSR





## STEP: QSR/FAST CASUAL





## **NEW INTERACTION POINTS: ORDER**







# NEW INTERACTION POINTS: FOOD DELIVERY









#### **MENU**



## SIMPLICATION

MORE ORDERS





## SELLING TIPS - VIRTUAL BRAND?







#### **TAMPER-EVIDENT**







### PACKAGING - PRESENTATION & KIDS!







#### Fineline Packaging Take Out Systems **ECO-FRIENDLY PRODUCTS**



Fineline wants you to feel confident that your take out program can deliver the same great experience you can only find in your restaurant.

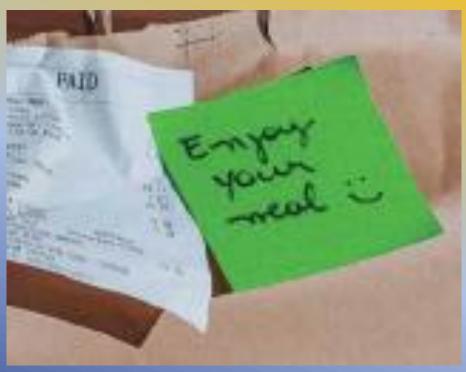






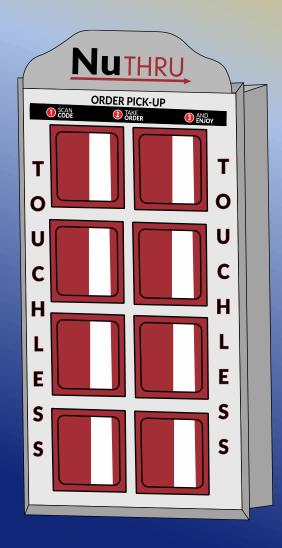
## CONTACTLESS ≠ NO CONTACT







## CURBSIDE







## **TELENAV**



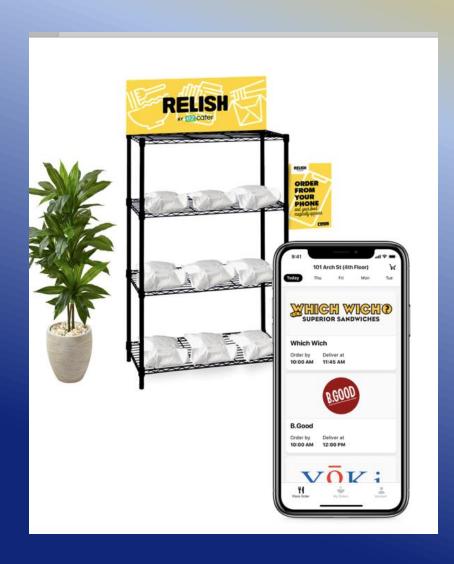




# **DELIVERY**



#### **DELIVERY**



# RELISH

BY ez cater





#### **RECAP**





#### **EXCUSES**

- I don't have time
- I tried that before
- It didn't work
- That won't work here



#### TAKEOUT BLUEPRINT



#### **OPERATIONS**



production area if possible or

· Team input/suggestions

ORDER-STAGING

• 100% accuracy

#### · New recipes/procedure changes/packaging

reconfigure lines for to-go . Pre and post-shift meetings orders/packaging storage)



- Smile!
- · Eye contact
- · Welcome guest
- · Review order · Thank guest

#### **FACILITY MODIFICATIONS**



- · Any new packaging/equipment · Additional storage
- . In-restaurant changes: single use/app-based menu no more shared condiments
- · Pickup/curbside parking lot modifications



#### · Social distancing

· Facility not designed to do so much takeout

. Tamper-resistant packaging; seal drink cups

. To-go staging area: social distancing;

- . Staging areas are frictionless &
- · Parking spaces labeled/quantity · Leverage Technology: geo-fencing so restaurant knows when guest is near
- Telenav (in-car commerce) · Lockers for pickup (sanitation, clean,
- as contactless as possible) · Social distancing between employees
- and guests



- · Safety: wipe down packaging/equipment; masks and gloves on drivers, social distancing
- Safety/sanitation standards
- w/third-party delivery companies Transport boxes/bags such as CambroGo Boxes



#### BONUS

#### MARKETING

- Messaging around safety/sanitation/steps taken
- Promote digital ordering
- · Highlight new frictionless pickup methods



#### CATERING

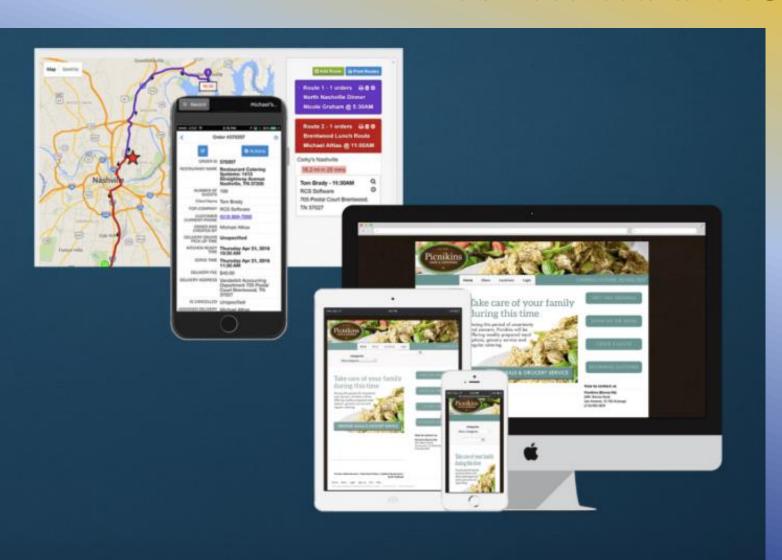
- · Ample catering opportunities today (but different 'fishing holes' than before)
- · Trust in takeout positions brand well for catering rebound · Individually packaged items/menu offerings modified
- · Packaging changes
- More 'group ordering' vs traditional catering: simple boxed or combo meal option (per person vs. 'buffet style'
- · Family meal packs & beverages
- · Alcohol to go where allowed



Sign up for our free webinar at www.takeoutdomation.com or contact TJ Schier ti@tischier.com for more info



#### **DELIVERY MANAGER**







#### CATERING ISN'T DEAD















## Q&A



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