

10 RESTAURANT MICRO-EXPERIENCES THAT CREATE CUSTOMER LOYALTY

These simple improvements will help create memorable experiences for your diners and ultimately, loyal, raving fans.



GROWFLY
RESTAURANT MARKETING



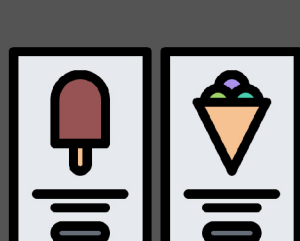
BE EASILY FOUND AND UNDERSTOOD

Make sure all your social media profiles, search engine listings, and your website has plenty of accurate information and imagery so diners know how to find you and what to expect.



MINIMIZE FRICTION IN ARRIVAL TRANSITION

Greet customers quickly and with a smile, guiding them to their seat with menus ready. Make sure waiter brings drinks immediately and is available for questions or guidance.



CONTINUALLY IMPROVE MENU DESIGN

Work with a designer who understands menu design to strategically and artistically communicate your menu so that confusion declines and sales rise.



PAY ATTENTION TO DECOR AND AESTHETICS

Before a guest eats your food, they will have experienced your decor and how they feel when they see it. Does your decor match your food and branding?



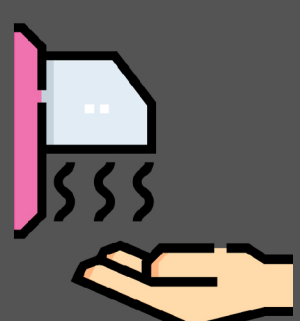
TEACH YOUR WAIT STAFF TO PROVIDE VALUE

Your wait staff should be knowledgeable of every ingredient and process from the menu and provide fast, friendly (not too friendly) service and guidance.



CHOOSE THE RIGHT TABLES AND CHAIRS

Are your tables and chairs pleasing to the eye and comfortable? Make sure you have the appropriate chairs and tables to help meet your strategic goals.



CREATE A BATHROOM CLEANLINESS PROCESS

A diner's experience of your restaurant extends to the bathroom. Implement a process to make sure the bathroom gets checked every 30 minutes for cleanliness.



SOUND, SMELLS, LIGHTING AND TEMPERATURE

Keeping sound, smells, lighting, and temperature at the right levels is a science, but these four things will quickly make or break a diner's experience. Take feedback and adjust.



EVERY PLATE COUNTS

Get feedback from wait staff and chefs to ensure that your menu is the best that it can be. Cut dishes that don't perform well and bring in seasonal dishes and drinks.



DON'T UNDERESTIMATE BRANDING

Your food could be delicious, but if your branding stinks, you'll be outperformed by restaurants who take branding seriously. Branding is what makes customers love you, trust you, and rave about you to their friends. Branding is the secret sauce to brand loyalty.

WHAT IS A MICRO-EXPERIENCE?

From the initial online search until you pay the check, you will have subconsciously reacted to a multitude of tiny, inconspicuous moments that will determine your overall impression, return, recommendation, and rating of a restaurant. These moments are called Micro-Experiences.

Think back on the last time you endured a less-than-stellar restaurant experience. When asked why you didn't enjoy it, were you able to articulate specific details? Or was your response a vague, "I don't know. I just didn't like it."

Just one dining event generates dozens of these micro-experiences, which cumulatively define your customers' blacklisting-or raving endorsement-of your restaurant.

WE'LL SWEAT THE SMALL STUFF

Since micro-experiences typically are subtle and subconscious, they can be difficult to articulate by your guests.

Management and staff often overlook or ignore it because they're typically overwhelmed, exhausted, or simply unaware of how their restaurant is being perceived.

Your investment, passion, and hard work could be sabotaged by seemingly insignificant details, and these subtleties may generate significant negative impact on your restaurant's reputation.

In this high-expectation, media-driven culture, it's imperative to minimize your diners' preventable negative experiences. We can help. Visit GrowFly.com for more information.



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