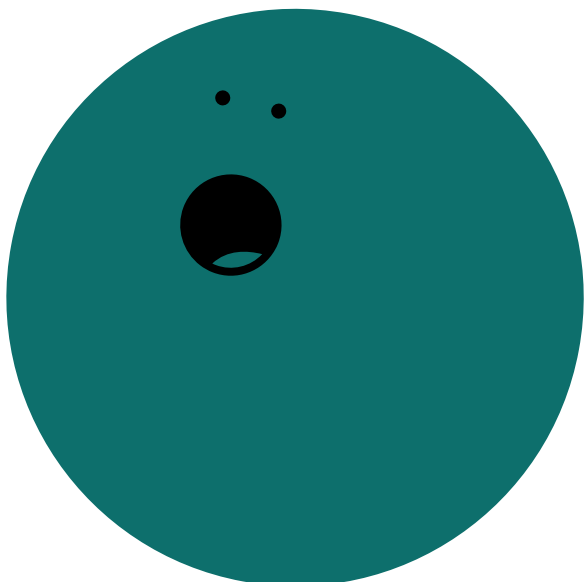
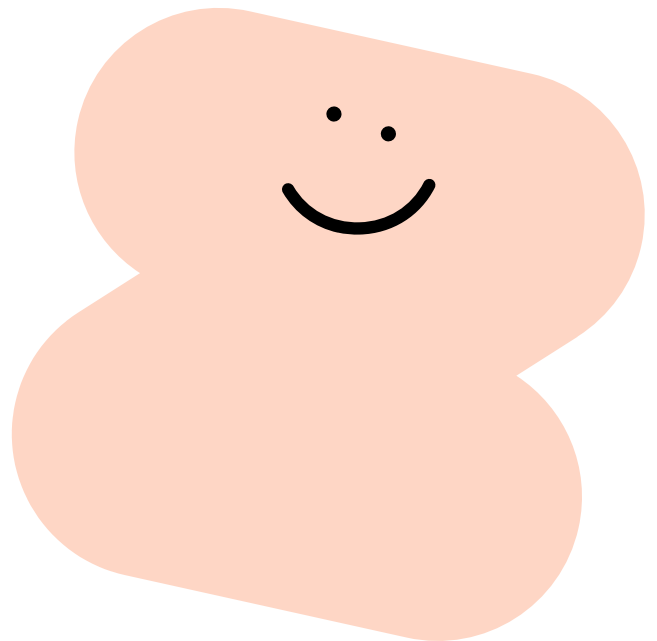
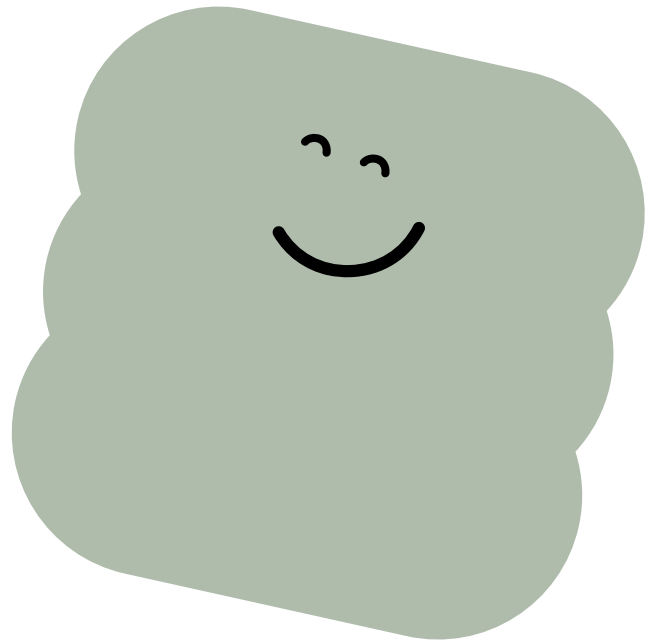
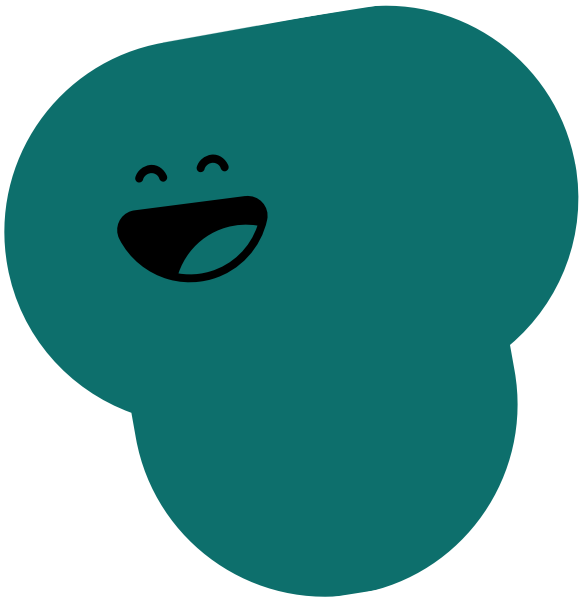
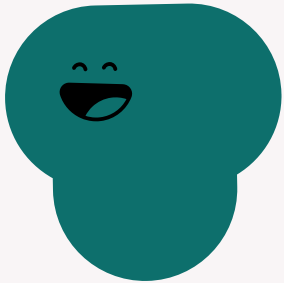


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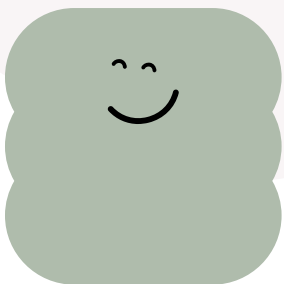
The ultimate guide  
to supercharging  
your restaurant's  
performance

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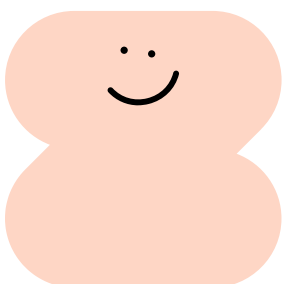
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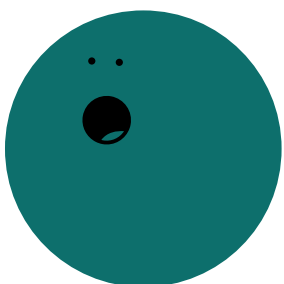
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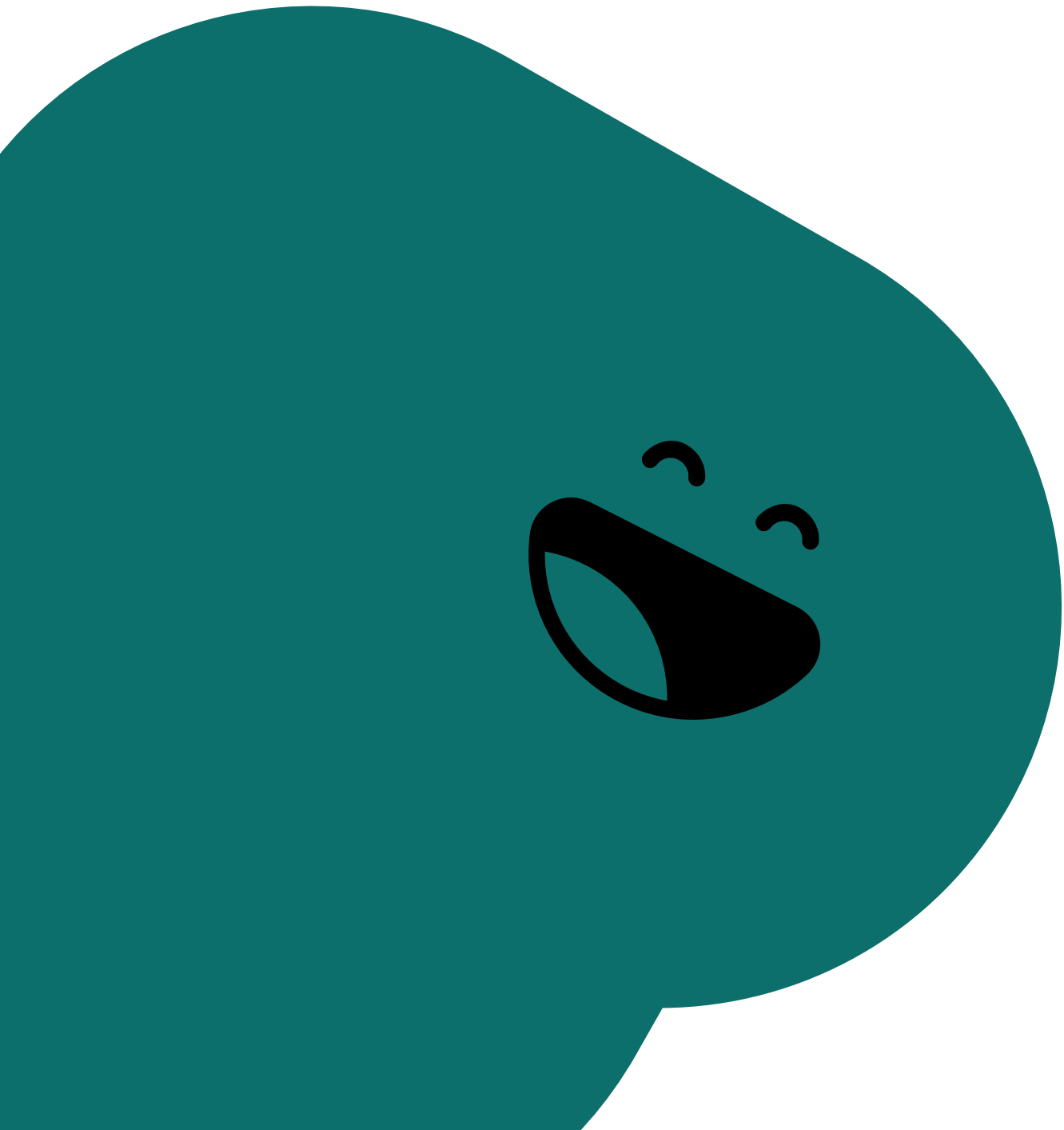
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# Introduction



# Introduction

At Tenzo, we aim to reignite restaurateurs' passion, letting them remember why they started in the hospitality industry to begin with. Focusing on their love of food and hospitality and making operations easier by increasing data visibility and taking advantage of more opportunities for ultimately happier restaurants, happier teams, and a happier planet.

Restaurants are one of the most challenging businesses to have consistent success in with unparalleled external influencing factors. Many lack access to the correct tools to understand, and use, the data siloed across all technical platforms already used within their business.

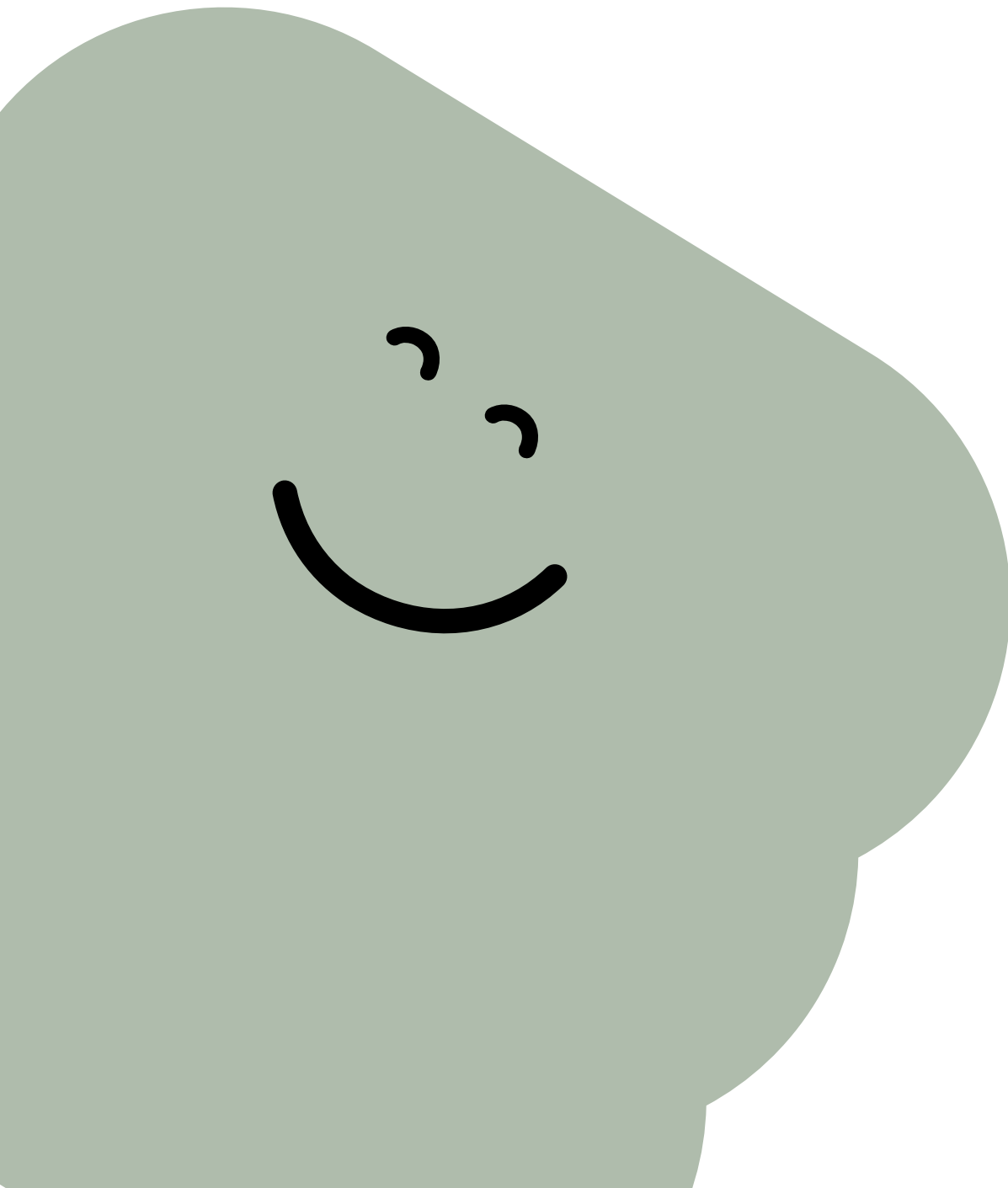
For us, restaurants having all their operations data in one place wasn't enough; forecasting and personalised cards gave tech-savvy head offices insights, but we wanted to increase visibility and knowledge for the whole team and democratise access to data.

Working with over 1,500 restaurants globally, alongside Christian, Tenzo's co-founder, experience being a restaurateur, we've developed a deep understanding and knowledge of the industry, as well as a desire to help. Restaurant PerformanceOps was created for restaurateurs, by restaurateurs to supercharge restaurant performance and allow businesses to thrive; creating a successful and sustainable industry with one tool that's accessible to everyone.

Sales, labour, inventory, and efficiency are all crucial factors in improving the performance of restaurant businesses. Maximising profitability and controlling costs within your restaurant through great customer service, maintaining high retention of staff, and reducing waste. An efficient restaurant means a more aligned business, affecting the performance of sales, labour, and inventory too.



# Sales







## Sales

### Improving Guest Experience

Guests should be considered the highest priority in performing well, they are your entire business. Better guest experiences result in higher review scores; increasing the likelihood of new and returning customers, and also increasing the chance that they'll spend more when they do visit your restaurant; therefore increasing sales and profitability.

#### Use Reviews Effectively

Reviews are a great way to get an understanding of where improvements need to be made within your restaurant, as well as a demonstration of how well your restaurant is performing, and how customers are enjoying their experience.

Bad reviews can be damaging to your business, so resolving any issues as quickly as possible is important. Receiving alerts when bad reviews come in is the best way to address them before they snowball and cause long-term damage. Ensuring that you respond to any reviews, especially poor ones, as quickly as possible helps to reconcile relationships with your customers and maintain high guest satisfaction.

Taking time to discuss reviews with your employees is also important. Allowing everyone to address reviews together and take accountability means the whole team will seek improvement and better understand potential problems.

33% of diners not wanting to go to restaurants below 4 stars

It's important to remember that reviews are a great consumer-based marketing tool for your restaurant. 97% of consumers read online reviews of businesses with 33% of diners not wanting to go to restaurants below 4 stars; meaning high reviews are more likely to attract more customers, and therefore more profits.

Excellent reviews don't just mean you're more likely to attract new customers, people are willing to spend more if they're satisfied with the service being provided. Increased customer satisfaction will lead to improved reviews, and an increase of only 1 star in your review average is likely to lead to a **5-7% increase in revenue** due to an increase in restaurant traffic as your more likely to be seen on google relative to your competitors.

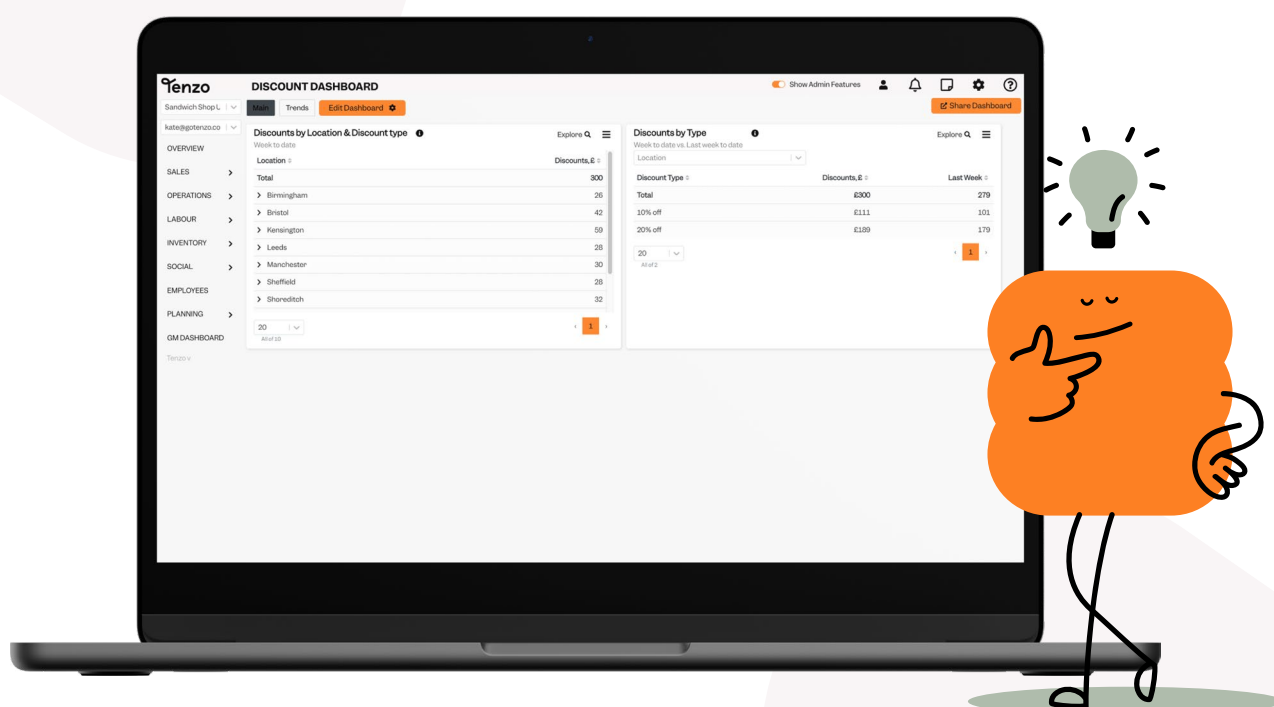
Reviews are a really important tool for the performance of restaurants, in order to make improvements, and as validation of the restaurant's ability. Encouraging your customers to write reviews is sometimes the only way to get this feedback, 76% of people asked to leave reviews do actually go on to do it. Make it easy for customers to leave reviews by using online menus with pop-up windows, or QR codes on the tables.

76% of people asked to leave reviews do actually go on to do it.

## Reward Customer Loyalty

Rewarding loyalty is a great way to encourage repeat customers, providing them with discounts or free items based on a points or visits system. This can also help to increase average transaction value, guests are encouraged to spend more per visit to reach the discount, or free item, faster.

New customers might come not just from the promise of a new discount, but regular customers generated from loyalty schemes are likely to create a brand community of advocates for the business. The business is likely to grow through word of mouth, **83% customers trust personal recommendations over business promotions**. Although deals and discounts can be beneficial in encouraging new customers, it can be a concern for restaurateurs giving away too much revenue potential. Keeping on top of the performance of discounts and sales trends is crucial to optimising this strategy.



## Conduct Operational Audits

Customer satisfaction is not just a result of the service and food that they receive, the standards of the restaurant itself also have an impact. Operational audits are a comprehensive method to check the standards of the entire business are upheld, from the cleanliness of the restaurant to the process of running it. Suggested improvements help to maintain a smoothly run restaurant and reduce any likelihood of a negative guest experience.

Make audits more effective and beneficial for your business by implementing methods to make auditors' lives easier and their time can be focussed on helping you where you need it most. **Create digital checklists** for them to go through with questions, speeding up the process and making it clear where you need the most help.

Digitalising audit reports is a great way to distribute the data to HQ so that any learnings can be company-wide. Some auditors may pick up on aspects of health and safety that other locations won't; sharing this company-wide means that the business, as a whole, can be run at the highest standard - without the risk of closure.





## Improved Communication

Communication is important throughout all aspects of the business. There must be good, and clear, communication between all the staff members, as well as between the GMs and head office. This increases sales by identifying and rectifying problems quickly: constantly improving the performance of the restaurant.

### Real-time Distribution of Data

Technology is a huge part of how communications between the different areas of the restaurant business can be improved by providing a centralised system for analysing data.

When **everyone uses the same platform**, any new information or learnings are universal and can be distributed quickly and easily. With staff in all locations up-to-date, everyone feels more equal and mistakes are less likely to be made, eliminating the need for operations teams to write daily email threads outlining what is happening across all locations.

Real-time data allows for instant feedback, and therefore optimisation, allowing for immediate performance improvement. Staff receiving feedback as soon as possible allows for a better understanding of what has happened and increases their chances of success in the future.

With everyone working from the same source of truth, there is increased clarity and no risk of misinterpretation. Operations and C-Suite teams are getting the same daily alerts, whilst local teams also have all the information they need too.

### Internal Communications Solutions

Ensuring that all employees have a way to provide this feedback is important. It stops staff members from feeling frustrated and improves sales by increasing staff productivity.

This can be done through organising regular whole staff meetings, where everyone has the chance to provide feedback for the entire team. Individual meetings are also an opportunity for employees to provide managers with feedback that they might not be comfortable with in front of others.

**Online manager logbooks**, or end-of-shift reports, are another great way for the shift managers to have a voice, it is an easy way for the head office to be given an understanding of the daily positives and negatives. Discussing these points in regular staff meetings encourages improvement throughout the entire team.



## Maximising Sales

Maximising sales might be one of the most important factors when considering the performance of the restaurant, increasing sales is increasing profitability. This can be done both through increasing the number of transactions or the average transaction value - both lead to increased revenue. Increasing transaction volume can be done by improving the speed and efficiency of service, correct deployment of staff, and good marketing strategies, whereas the average transaction value is improved mostly by training.



## Capitalise on your Trends

Identifying and acting upon trends, and making data-led decisions, is a guaranteed way to keep improving the performance of your restaurant, especially if you have many locations. Trends can be used throughout the whole business with team members having access to the data that is most important to them.

Trends of varying performance in locations of your restaurants should allow you to pinpoint the differences and implement successful strategies across the locations performing more poorly.

It is important to tailor success to individual locations. Not all plans will succeed in every location due to varying customer demographics, and therefore requirements. Trends can quickly show you how well the new strategies are performing.

Trends can also be used to determine success between varying products within singular locations - information that's most useful for GMs in their own locations. Locations with a varying customer base will mean some products will sell much better than others in different locations. Identifying the best-selling products and creating more like them is crucial to high performance, similarly, removing the worst-performing.

## Goals

Setting good goals is super important, if goals are unrealistic and never achieved morale will be low and employees won't try as hard to hit them. Use trends to keep on top of KPI's and ensure that your restaurant is well on its way to achieving it.

## Develop your Marketing Strategies

Marketing Strategies are important for attracting all customers; they can help to encourage customers to return, but they're especially important for finding and attracting new customers.

### Websites

**79% of customers use Google to find restaurants**, meaning the searchability of your restaurant is especially important in order to be discoverable to these new customers. Ensuring that your Google Business information is correct is a good place to start, it needs to be obvious where your restaurant is located, when you are open and how they can contact you. Pictures are a great addition to draw in customers.

It's crucial that you're a high-ranking website on Google to outperform your competitors in gaining those new customers. SEO is key to ensuring that your website is more discoverable than other businesses. **Dedicate time to identifying keywords** that would maximise your searchability for your target audience.

Website aesthetics are really important, **77% of diners check the website before booking or attending the restaurant** - this is the first stage where you can really impress your potential customers. Let them understand your brand and get a feel of what they'll experience when they visit.

### Advertising

Ads help to attract new customers and reach a broader audience. Successful ads are the result of tailoring them to your target audience, from the message and the copy of the ad, to who they're shown to.

To do this, it's imperative to understand your customers and create customer personas; this should include mapping out their demographics, interests, challenges, and motivations. Tailoring ads to reach and attract these specific audiences helps to develop a solid customer base, which is then easier to grow.

### Social Media

Social media, now more than ever, is an important marketing tool. **48% of consumers use social media to find restaurants** so making sure that your restaurant is active online and your page looks great is key

Social media competitions are a popular method of growing your audience and encouraging new visitors to your restaurant. Use it as a brand marketing tool to show your customers what you stand for, and team up with brands that have similar values and goals.

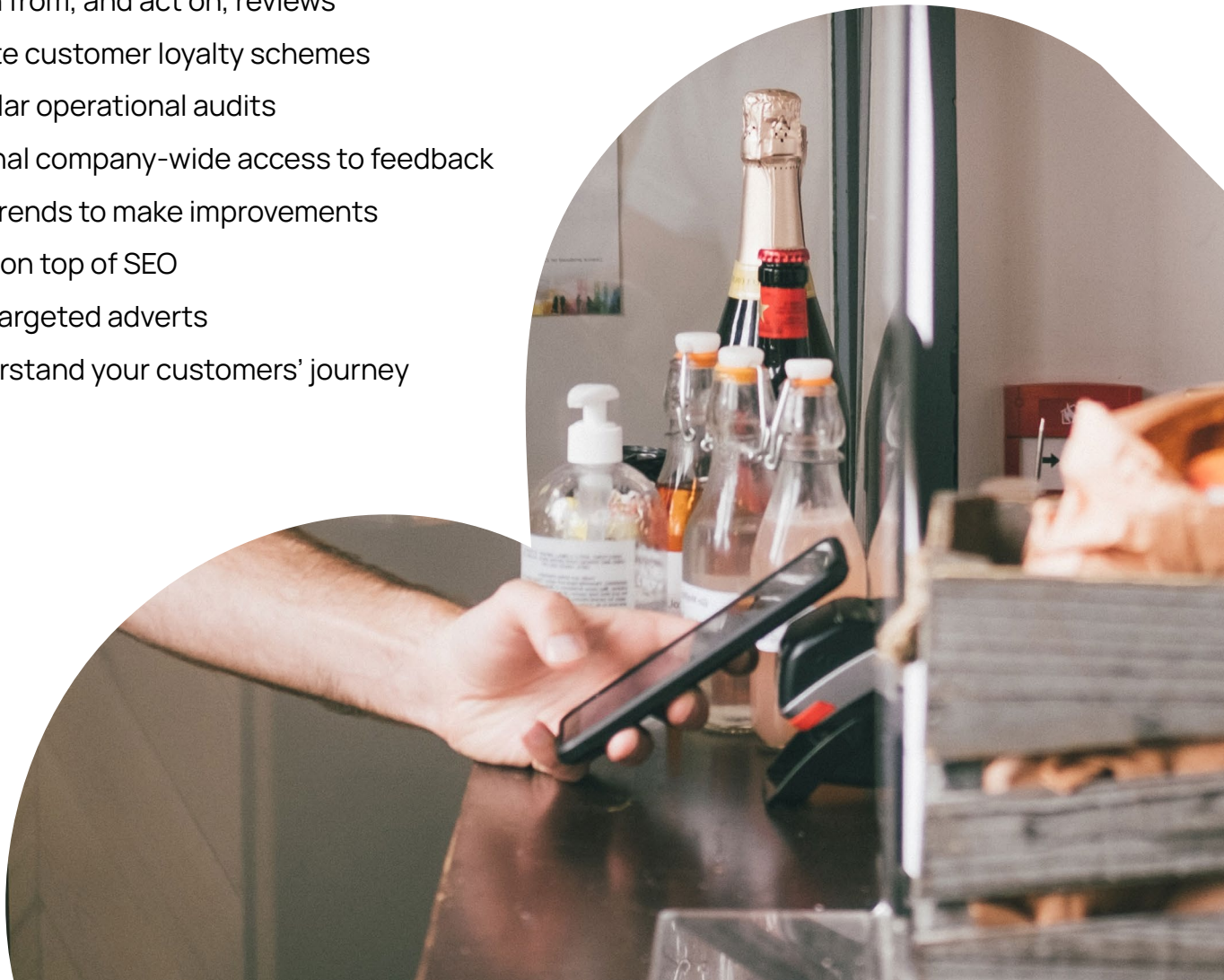
Understanding the customer journey is a great way to identify how successful your marketing efforts have been. You can identify where the highest number of website visitors have come from, whether ads have been clicked through, or if they've searched organically. This is important, allowing you to make the most out of your marketing and double down on what's working, increasing your profitability.

## Kiosks

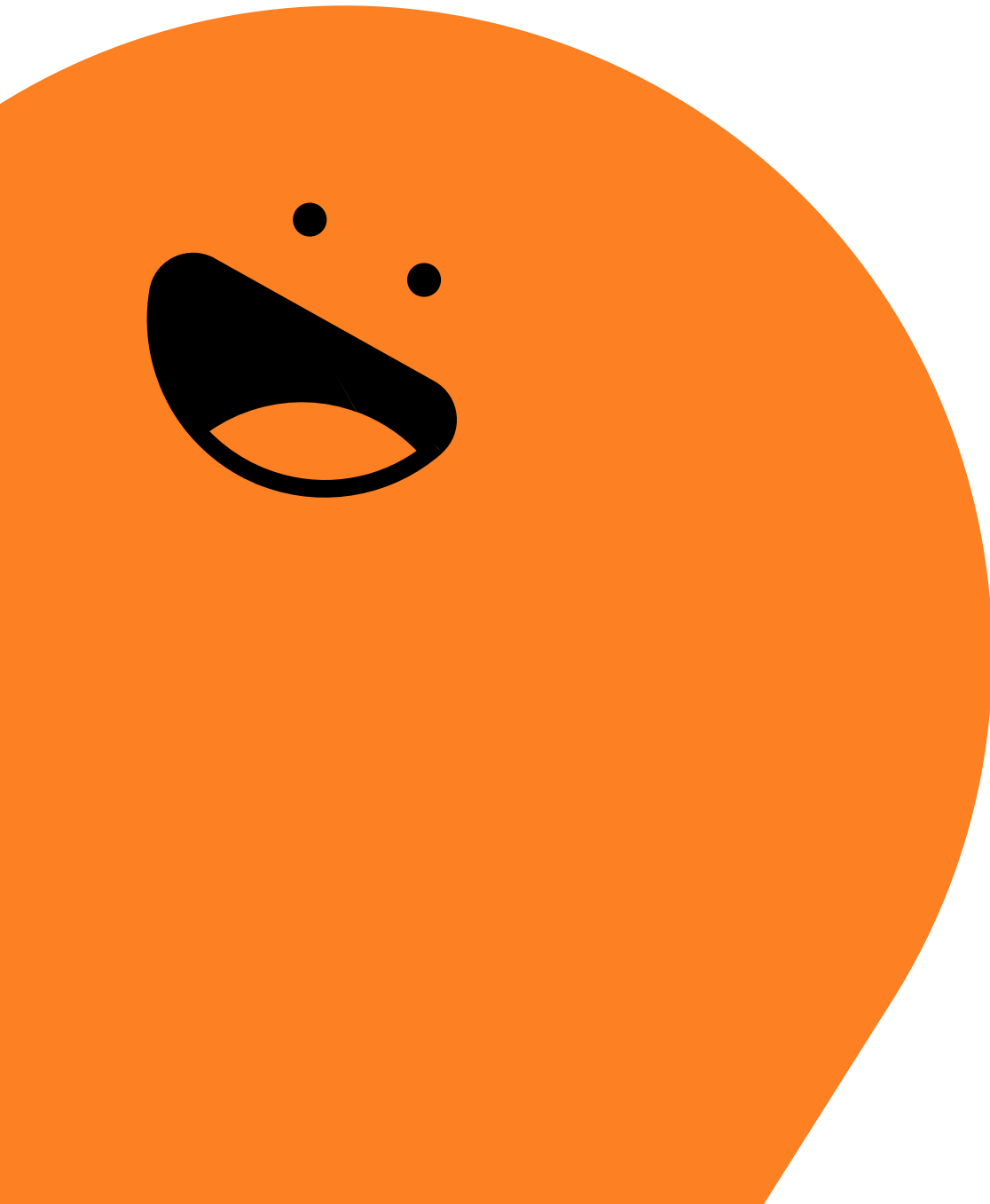
Depending on the type of restaurant you have, using kiosks can be a great way to boost average transaction value. **Customers spend 30% more at a kiosk**, generally, there's less fear of judgement from the person taking their order.

## Key Takeaways:

- Learn from, and act on, reviews
- Create customer loyalty schemes
- Regular operational audits
- Internal company-wide access to feedback
- Use trends to make improvements
- Keep on top of SEO
- Use targeted adverts
- Understand your customers' journey



# Labour







# Labour

## Improving Staff Retention Rate

Following the pandemic and the rising cost of living, high staff turnover is a huge issue in the restaurant industry at the moment. **Nearly 4 out of 5 restaurants are understaffed** leading to reduced capacity and therefore sales, but hiring staff can be expensive. Ensure you have a good employee retention rate and a loyal team of staff by following some of our tips.

### Champion your team and make them feel valued

Use tools to set goals and targets for your business and staff, Tenzo can ensure these targets are **based on metrics and quantifiable values**. Targets could be set for general business sales or the average transaction value of individual staff members' customers.

Creating goals gives employees something to work towards and an understanding of what they should be achieving, and if they are falling behind. Allowing employees to track their goals in real-time means they can take charge of their performance, and ask for help if they feel like they're struggling, before a more senior member of staff steps in. This is especially useful with data being available on mobile devices, as many front-line team members will be away from computers.

This provides an opportunity for you to champion your employees and really make them proud of the work they're doing; giving them positive feedback and making them feel valued in front of the rest of the team motivates everyone to work harder and make more sales, resulting in higher performance.

Championing your staff not only decreases the likelihood of them leaving, but it also improves their productivity, **78% of employees feel more engaged when they feel strong recognition from their employers.** It's important that underperforming staff not reaching the same goals aren't met with any resentment, but instead are given more feedback and help to aid their development.

## Create Great Company Culture

Good company culture is really valuable for any business, but especially in restaurants where the staff turnover rate is notoriously high. Creating an environment where employees feel happy means that work will feel less like work and the likelihood of staff leaving is much lower.

Company events that aren't focused at all on work are a great way to improve employees' relationships with each other and create positive employee experiences; events could go from anything from after-work drinks to more physical activities like bowling. **Employee satisfaction increases to 87% when they feel that they have a thriving workplace culture.**

Team building events are a more work-focused way of building relationships within your restaurant. Improving everyone's communication outside of the workplace will transfer directly to within the business.

Company culture is not just based on experiences that employees have, it's also based on the relationships they feel they have between team members and team leaders. All employees should be able to feel comfortable going to someone within the business with their problems.

**59% of people in hospitality experience mental health issues** making it imperative that your team feel supported, do this by introducing buddy schemes or having someone within your team dedicated to checking in on everyone - not everyone will feel comfortable going to their manager.

Company culture is not only good for staff retention but also productivity.

**A happy employee is 2 times less likely to call in sick, 31% more productive and 55% more creative.**

## Streamline Technology to reduce the Workload

Introducing technology within your business reduces the requirements of employees to do time-sapping administrative work.

Team members are more likely to enjoy their work if they think that the work they're doing is valuable to the business, and therefore less likely to leave.

The variety of technology available to restaurants is wide from online booking systems to wireless temperature monitors that automatically upload data to your systems. The common theme with all technology introduced is the time-saving factor, most of the mundane tasks that employees have to do can be simplified and eliminated.

Data collation is another task that has previously been a huge part of the general manager's role, **Nona's GMs used to spend 2 hours every week collating and understanding data**, that time is now freed up to implement the changes that increase performance.

## Effective deployment of staff

Staffing according to demand is really important so that staff neither feel overwhelmed nor bored, improving employee retention rate but also controlling costs and maximising sales. **Demand Forecasting** allows you to prepare for the number of covers during each service so that you can staff appropriately so your restaurant performs to its best ability.

For staff to enjoy their jobs as much as possible, delegating them to do tasks that they were employed to do is extremely important; this means preparing labour effectively. Ensure that you have the right type of staff working at appropriate times and staffing along with demand, i.e. having more baristas working in the mornings, and bartenders in the evenings. Take advantage of what's most likely to sell during periods of the day to maximise guest experience and sales.

Shift patterns within restaurants can be rigid with everyone's shifts ending or starting at the same time, this either leads to staff feeling unsure of the current restaurant customers' needs or having both teams needing to overlap for a long period of time. Implement a staggered handover time where one person from each team overlaps shifts with everyone else - leaving the restaurant running smoothly with high customer and employee satisfaction.

Leading QSR brands are investing between 2-5% of revenue in technology.



Creating a work-life balance that works for individual employees is important to boost satisfaction. Increasing their control and allowing them to have a **flexible shift pattern improves employee retention by 55%**.



### Higher Staff Productivity

Maintaining high retention of staff is a great way to control costs, but encouraging staff to increase their productivity will also add to the bottom line, and create a more cost-effective business.

### Thorough staff training programmes

Staff training programmes are a great way to enhance staff productivity, it not only helps increase sales and profitability, but it also helps staff to feel like they're getting more out of the business - **low training was cited as the main reason for staff leaving by 34% of people.**

Other benefits of having great training programmes are that you're able to employ less experienced staff, with the knowledge that they will be up to a certain standard very quickly; saving costs further as less experienced people expect a lower salary. It is likely that with good training, new employees will be up to a good standard quickly, expanding the size of the talent pool to choose from.

### Employer branding

There are currently many more jobs than employees in the hospitality industry, so being able to attract as many people to your business through employer branding is important for your restaurant to perform as well as possible and reduce the likelihood of being understaffed.

Offering good company benefits and competitive salaries is one way to make your business stand out above other restaurants. Benefits could include private healthcare, a training budget, and holiday allowance.

Demonstrating company culture is another way to be more successful in attracting employees. Showing that relationships within your company are fulfilling, and that time and resources are spent in ensuring that your employees are well looked after, and appreciated, is something many prospective employees will be looking for.

## Labour productivity

Labour productivity is one of the most important metrics to keep an eye on when it comes to your restaurant's performance, managing sales by labour hour - controlling costs by optimising your labour spend, whilst also improving sales. This can be based on either improving individual employees' productivity or the restaurant as a whole through effective deployment.

Trends can help to identify which of your team are the highest performing, these team members can be an asset in training up the rest of the team; allow underperforming team members to shadow them so restaurant sales continue to improve.

Managing your employees' expectations is a good way to set a bar for their performance. Using data and forecasting to predict sales, **Nando's has improved their labour productivity by 15%**, you can create realistic targets for employees to be hitting, such as giving them a target spend-per-head.

You can use these targets to promote extra productivity through incentivising staff, increasing their performance and therefore sales - and the restaurant's performance. Creating healthy competition between employees to be the best performing is another way to encourage this, promoting staff to take control of their learning to do better for themselves.

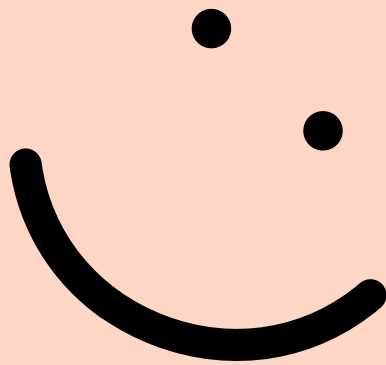
## Promotion / progression opportunities

Clear progression opportunities within your business not only promotes hard work, but also encourages employee retention. Employees with long-term business knowledge are so valuable, and maintaining staff with a low employee turnover rate saves money on hiring.

## Key Takeaways:

- Set achievable goals
- Champion your staff
- Create a thriving workplace culture
- Focus on staff wellbeing
- Streamline workload with technology
- Flexible shift patterns
- Thorough staff training programmes
- Offer good company benefits
- Incentivise hard work
- Have clear progression opportunities

# Inventory





# Reducing Waste

Reducing waste within your business helps to reduce costs and save money; by making the most out of the stock you have and reducing the need to purchase more. It can also help to improve company branding, being a more sustainable business is likely to increase sales by attracting more customers.



## Effective Inventory Management

The majority of food stored in restaurants has a short shelf life, with the quality and safety of the food at risk if it is out of date. Ensuring that food is stored correctly, and managing to limit the amount that goes to waste is crucial in increasing the profitability and improving the performance of your restaurant.

A food safety management system that is based on the principles of HACCP is a legal requirement for restaurants in the UK to ensure that you are following safe practices for your customers. HACCPs are not only a good international guide for health and safety, but also a good way to ensure that wastage is reduced in your restaurant - it reduces the risk of having to dispose of any food due to poor practices.

Routine maintenance on fridges and freezers is imperative in reducing waste from premature stock expiry. Temperature checks should be made regularly to ensure that they're at the legal temperature, and acted upon immediately if they're not. **Chilled food should only be above the safe temperature of 8 C for a maximum of 4 hours**, and only once, then it must be disposed of.

Effective storage systems for restaurants are also important, a popular method is the **FIFO Food Storage System (First In First Out)**. This simple method for organising stock maximises freshness and quality whilst reducing the risk of waste, by guaranteeing that the oldest stock is used up first.

## Forecasting Accurately

Forecasting is a really useful tool in reducing the amount of waste produced by your business: you can use it to predict the number of covers you'll have for the week, day and even the hour allowing you to prepare effectively. Not over-ordering, or underordering, is crucial in reducing waste and controlling costs.

Dynamic PAR (periodic automatic replenishment) ordering is a good system to reduce the likelihood of waste. PAR ordering is finding an optimal (and minimum) level for stock of any given inventory item so that you never run out of items and there are never any excess items either.

Dynamic PAR ordering is not static, numbers are based on forecasted events that might change sales, such as weather or bank holidays, and every week your PAR level will change. This further reduces the risk of waste and loss of money and ensures accuracy based on changes in demand.

Preparing accurately for service is also an important element of reducing food waste that can be improved through forecasting. Forecasting for the number of customers you'll have per service, or even hour, allows you to prep food accordingly. Reducing the wastage due to food that's been cooked but not sold, and also saving money as your stock is closer to PAR level.

## Zero Waste

**Zero waste kitchens** are not only sustainable and cost-controlling, but they're also a great marketing strategy to attract more sustainably conscious customers. Even if your restaurant is not fully zero waste, incorporating it into your menu is a great way to save money and boost the value of that money spent.

To reduce waste, use the entire product where you can, incorporating often unused products into normal prep or adding menu items that use up products not used in other menu items.

Repurposing food once the intended use is no longer possible is another great way to reduce wastage. For example; making breadcrumbs with stale bread instead of throwing it away is a safe method of using up older food that would be of too poor quality to serve to customers.

Use up food that will be wasted by creating weekly or daily specials. This allows you to repurpose ingredients into new menu items, or change menu items that aren't selling that well. Not only is this an opportunity to save money by reducing waste, but it also allows you to test out potential permanent menu items.

## Controlling Food Costs

Controlling the cost of food is really important in the restaurant industry. In order to be profitable and maintain a high-performing restaurant you should **keep food costs between 25-40% of your revenue**, varying for the quality of the restaurant: higher-end restaurants are likely to have a higher percentage of food costs.

## Supplier Relationships

Supplier relationships are an incredibly important element of running a successful restaurant - this was made even more apparent during the pandemic. The relationship is mutual, both rely on the other for a high-performing business, so maintaining good relationships is crucial for a high-performing restaurant.

Using fewer suppliers means having an equal reliance on each other, so you benefit from each other's success, but are at risk should they fail. This works as an advantage as you're likely to get the best deals for items that they stock, saving money on your inventory costs.

Delivery costs can add up if you're ordering very few items from lots of suppliers, an easy way to control costs fast is by ordering as much as you can from as few suppliers as possible, saving on the delivery fees. Or take inspiration from the markets themselves and go and pick up ingredients directly, saving money on the ingredients and delivery costs.

## Seasonal Produce

Seasonal produce is another method of controlling costs that also benefits the environment; naturally growing food without the use of fertilisers or energy saves money whilst producing fewer emissions.

The cost of getting off-season produce from suppliers is much more expensive, so a menu that focuses on seasonality has food costs that are a lower percentage of your revenue. This not only controls costs but also allows you to make menu items cheaper. Cheaper menu items encourage more spending and will increase your average transaction value.

Global seasonality is different to local seasonality, but it is still more cost-effective and sustainable than a non-seasonal restaurant. It revolves around focusing on where the produce is grown and not necessarily consumed where it's harvested. Due to the high energy going into producing food, global seasonality isn't necessarily less sustainable and more expensive than local produce.

## Managing Food Costs

Food costs should equate, as mentioned earlier, to about 25-40% of your revenue in order to be profitable and continue to perform well. Be as proactive as possible and plan to ensure that you maximise your profits whilst minimising the sales lost due to out-of-stock items.

Monitoring the revenue generated from each menu item, helps you stay on track with your target spend on food costs. Identify high-cost/low-revenue items on your menu and remove them. It's important that **your best-selling items are highly profitable**.

Make sure you're always on top of your stock, running low on any single ingredient can mean that a whole menu item will have to be taken off, resulting in a reduction in sales and profitability.

Design the menu so that you can create multiple dishes with the same ingredients ordered. Using more of the same ingredient allows you to buy in bulk, and therefore reduce the cost - without the need to ruin the creativity of your menu.



## Monitoring portion size

Portion size can be a big factor in the profitability and success of your restaurant, affecting the costs going into each portion, but also customer satisfaction and their likelihood to return. You need to maximise your profit margins by streamlining proportion sizes, and managing budgets and customer expectations.

Gauging this can be really challenging, getting feedback from customers can give you a good understanding of if they feel like they've been overcharged, but if you're giving them too much food the best way to tell is if they have leftover food on their plates when you clear them. Weigh all the leftover food on plates over a given period of time, work this out as a percentage of costs before altering portion sizes.

Portion size is not only something to consider when deciding how much should be the standardised portion, it's also important to ensure that your staff are maintaining the standard portion size so that costs are as expected.

Portion sizes being too large, not only negatively affects profits, but also increases the likelihood of having shortages of items. This affects sales as the number of portions per menu item you can sell decreases.

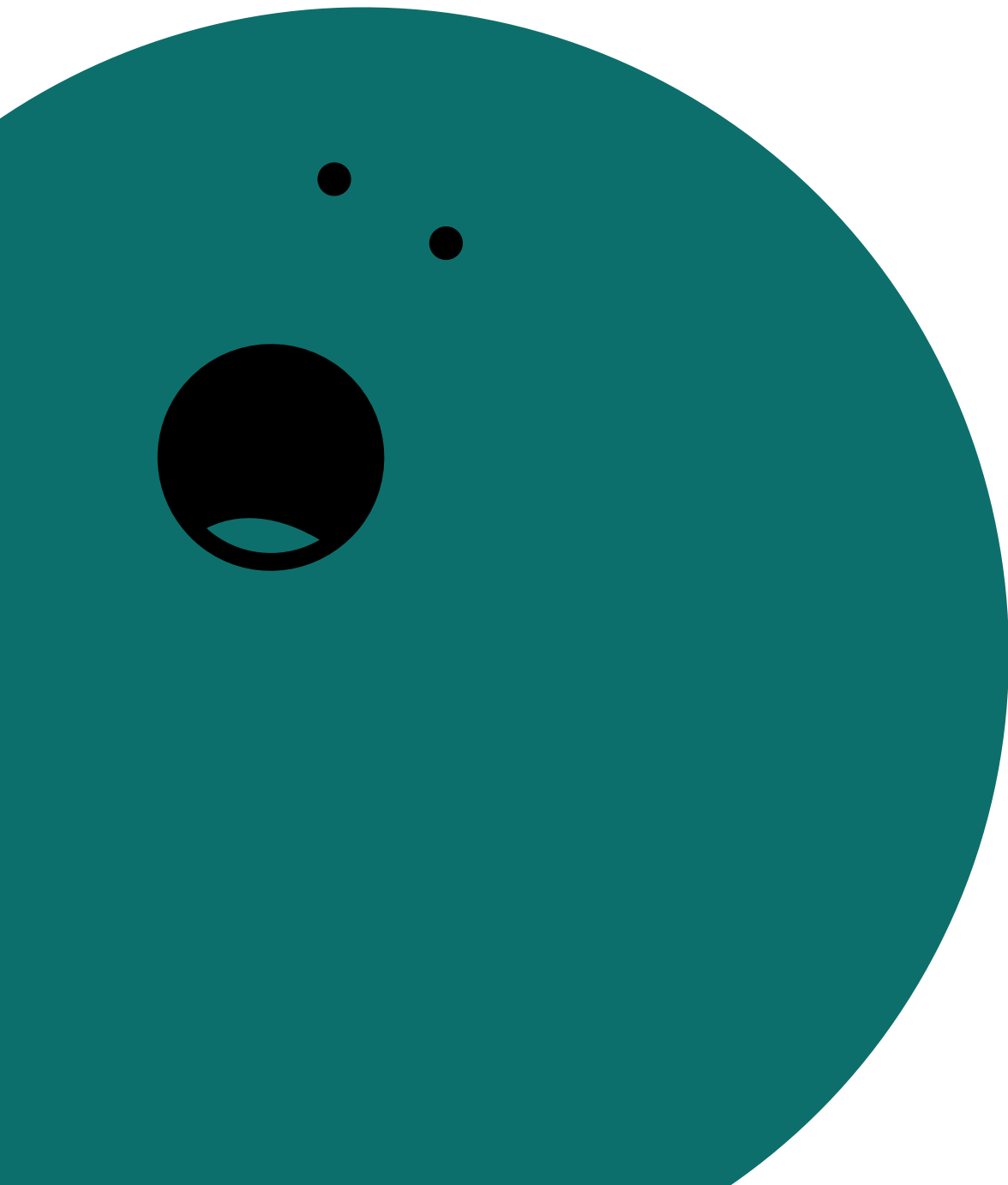
A popular method to maximise profits whilst ensuring good customer satisfaction is by varying portion sizes on the menu. Create menu items with regular and small sizes, the decrease in portion size is not relative to the decrease in cost of food. Many customers will choose the smaller portion to save money, and whilst it is cheaper it's less cost effective, and your profit margins are higher. Customers feel like they're getting their money's worth when in reality the portion sizes aren't that different.

### Key Takeaways:

- Follow HACCP safety principles
- FIFO storage methods
- Use Dynamic PAR ordering
- Repurpose ingredients nearing their expiration date
- Use seasonal produce
- Create good supplier relationships
- Ensure menu favourites have good profit margins
- Monitor portion size
- Varying portion sizes on the menu



# Improving Efficiency





## Improving Efficiency

Efficiency within your restaurant is an important element in ensuring high performance. A more efficient restaurant means a more aligned business, guaranteeing success through increased sales and avoiding problems of poor customer satisfaction and damaged brand reputation. Sales, labour, and inventory can all be affected by an inefficient restaurant.

### Data Collation Time

GMs having to collate their own data before analysing it can be incredibly time-consuming: **using technology to remove the need for this** gains employees copious amounts of time and energy; leaving them more time to do what they love: providing hospitality.

Instead of spending 90% of your time collating data and 10% analysing and acting upon it, use technology to spend 10% of your time aggregating data and 90% of your time making improvements based upon it.

Technology also allows for qualitative data to be quickly copied and distributed around the company, between head office and GMs, allowing data-led decision-making to be fast and efficient - stopping issues in their tracks before they have a damaging effect on the business.

Data-driven decisions don't only come from having numbers collated quickly for you, being able to visualise them using graphical data helps to identify trends immediately and problem-solve. Being able to solve any problems within your restaurant as fast as possible limits any damage and allows the business to perform as well as possible.



## Human Error

Not only does technology massively reduce the time spent managing restaurants, and the data used to make them improve their performance, but it also reduces the risk of human error.

Human error can come from data manipulation, predicting sales, and also when completing mundane tasks such as carrying out orders, entering orders into POS or preparing the wrong dish. Many are the result of experiencing large amounts of time pressure due to the fast-paced nature of the restaurant business.

Using technology to complete tasks is not only more accurate but also more efficient, freeing up GMs' time to run their restaurants and provide hospitality; areas humans are much stronger in than computers.

The chances of humans making mistakes when dealing with numbers is much higher than with computers. Therefore, using technology for number analysis improves the chances of increasing sales as the forecasting and data collation will be much more accurate, allowing for more thorough problem-solving.

Human errors risk damaging the performance of your business when placing orders; either in the kitchen or from suppliers. Mistakes in ordering food can mean an increase in waste and therefore costs. Moreover, mistakes when staff are sending customers' orders to the kitchen can result in reduced customer satisfaction, and therefore a drop in sales due to reduced repeat customers.

## Improving average value against time per cover

Lacking efficiency in your restaurant and spending too much time on customers that aren't massively contributing to your sales can be damaging to your performance, not only does it hinder making new sales, but it drives your labour costs up.

Measuring the time spent on individual customers is hard to do during service, but using technology to track time spent between seating and paying allows you to review the process afterwards and look to make improvements.

A more efficient service allows for an increase in the number of transactions possible during each day, and therefore sales; as well as an improvement in customer satisfaction. Customers appreciate when service is quick - using pay-at-table apps allows customers to pay when they're ready to leave rather than waiting during busy periods.

## Forecasting

To run your restaurant as efficiently as possible you need to prepare accurately: use technology and **forecasting tools** to ensure that this is always the case. Forecasting can be based on both regular day-to-day operations, as well as events in the past that have caused a huge increase or decrease in sales. Goals can be based upon these forecasted figures to understand how well the restaurant is performing.

Improve your forecasting by using the best of both AI and human ability, let the technology provide the best number based on many factors, and allow GMs to edit it based on factors that AI could never know, such as road works outside the front door.

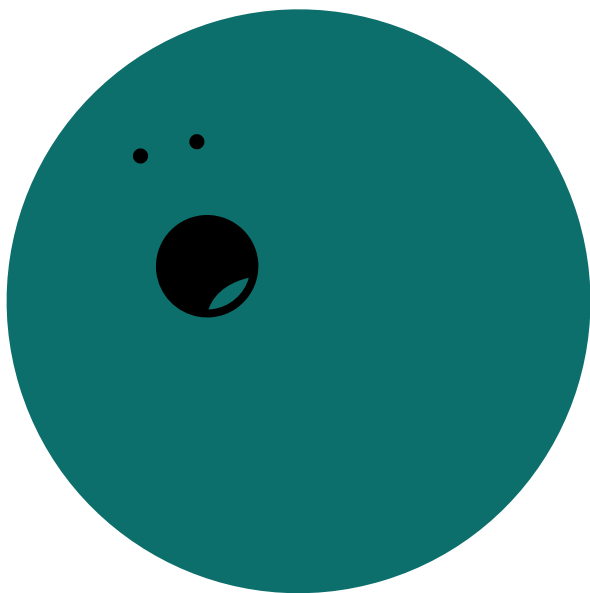
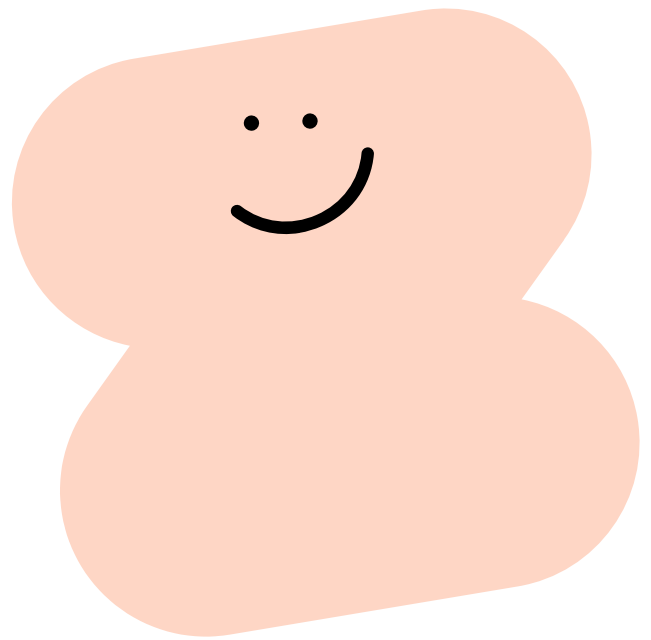
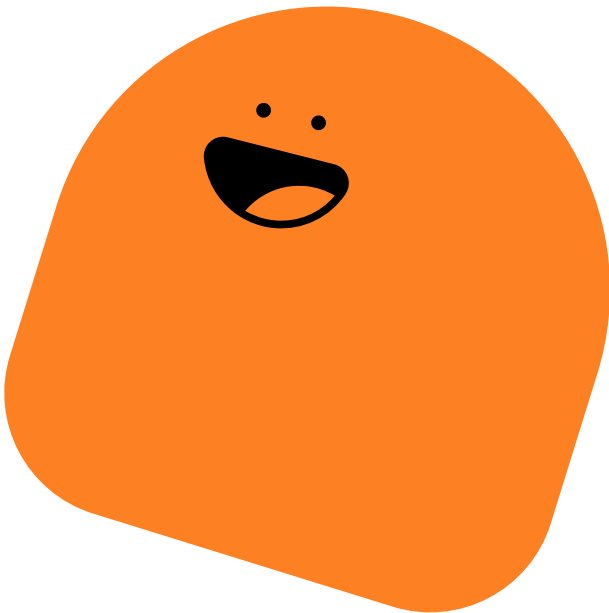
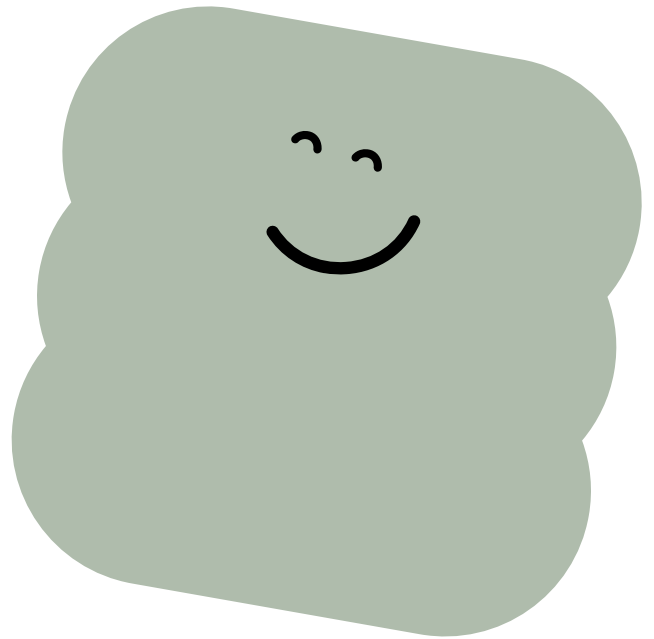
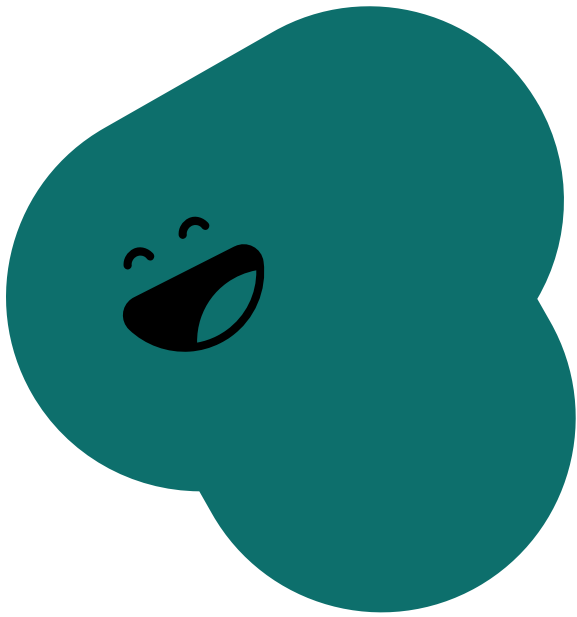
Preparing food efficiently is also key to having a high-performing restaurant, time wasted preparing food that definitely won't sell is not only a cost due to waste, but also due to the labour that was used to prepare it. Preparation begins before the customers start arriving, so accurate forecasting is key to understanding the quantity requirements.

Forecasting to predict which products will sell the most due to weather, or events, is crucial in maximising the opportunity of your labour and as a result sales. In the summer the likelihood of selling warm food decreases, and vice versa - but understanding exactly which products will be most popular is highly beneficial.

## Key Takeaways:

- Use technology to aggregate data
- Make data driven decisions
- Improve speed of service
- Combine AI and human strength





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