



Make Um Say "WoW"

Let's Get Started

to all **Store Managers** 2018

Focus on Customer Satisfaction in each Drive-In (2018)

Lets build "WoW" in our Georgia Sonic Drive-Ins for 2018. Our goal will be to **MORE** than satisfy every customer and create the "**WoW**" state of mind with delivery of more than the customer expects. We can achieve this level of customer satisfaction by implementing, training and monitoring the following aspects of our valuable customer visits from their view point. Our focus will be on people, speed of service, accuracy of orders, image, appearance and building an action plan.

1. *Make time for you and your asst. managers to walk the lot and make contact with your valuable customers. Just saying hello will begin to build customer relationships.*
2. *Train and monitor an upbeat and interested attitude of everyone in the Drive-In with emphasis on the speaker person and carhops who make the all important contact with the customer.*
2. *Train and monitor fast delivery time and superior food quality of our customer orders.*
3. *Train and monitor proper procedures for speaker person.*
4. *Train and monitor proper procedures for each carhop during the order delivery.*
5. *Train and monitor proper procedures for trash pickup on the lot and lot organization and sanitation.*
6. *Train and monitor proper procedures for "Check Back Tray" delivery and Bumper Checks.*
7. *Set guides for building relationships with our customers.*
8. *Implement a reward structure for outstanding crew members.*
9. *Focus on Mystery Shops with a new mind-set.*
10. *Encourage the importance of the "Skate or Run" rule.*
11. *Initiate procedures for product sampling on a regular basis.*
12. *Recruit customers for local mystery shops at your store, get your customers involved.*
13. *Implement a short form customer satisfaction survey (supplied by me) with coupon rewards.*
14. *Monitor proper use of signage and visual outdoor messaging at your Drive-In.*
15. *Determine guides and actions that will put the "Fun" factor back into working at Sonic.*
16. *Create a tracking system for improvements in all aspects of customer satisfaction.*
17. *Create a plan for managers and assistant managers to continue all aspects of customer satisfaction when the marketing person is not in house. Assign one capable person at your Drive-In to monitor customer satisfaction.*
18. *Organize meetings with key Drive-In personnel to brainstorm on other ways and procedures for implementing Sonic "WoW" state of mind.*
19. *Implement contest with crew members focused on customer satisfaction.*

Give me your ideas, we just need to do something to improve our customers perception and give them motivation to return. Repeat business is the magic marketing response.

Thanks, Billy

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