



Focus On Carhops Winter of 2018



Hello Team,

I am asking for your help and ideas of how we can improve the attitudes and techniques of our most valuable marketing asset, our all important Carhops. We Need to discuss this topic and I am always an email or phone call away so please be thinking of how we can accomplish this goal. How can we best offer a consistent positive customer experience at the curb?

Guest service is the cornerstone of Sonic and the carhop position is crucial to our goal of complete customer satisfaction. The carhop, is the first and last checkpoint for quality control. Sonic is unique in having Carhops as none of our direct competition make use of this valuable position. We have not given Carhops proper recognition or motivation in the past, that is what we need to talk about changing.

A few Ideas to think about:

- Incentives for good mystery shop scores
- Skating incentives
- Incentives for Largest # of orders delivered (monthly)
- Most valuable carhop
- Best Attitude
- Skate or Run incentives
- Best Sonic E-Learning accomplishments
- Best Dressed consistently
- Most Customer information and emails collected

Be thinking of which crew member in your store consistently delivers the best customer experience at this point so we can recognize them in some form. Let me know about methods that are working best for you.

Thanks,
Billy Wright



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