

Customer Communication

*Now is the time to establish a clear communication strategy to let customers know your plans & procedures before they arrive to dine-in.
We'll show you how.*



4 STEPS FOR SMOOTH COMMUNICATION BEFORE ARRIVAL

1. MANAGE THE MESSAGE

As you move to allow diners back into your establishment, customers should be provided with new & accurate information across all of your online platforms. Provide clear information about the steps you are taking to ensure the safety of both your customers & staff. Let customers know what your social distancing requirements are and what changes to their normal experience they can expect prior to arrival. Be sure your instructions for delivery & takeout are also clear and prominent on your pages. Check your platforms frequently to make sure the message is consistent.



2. CONTROL THE FLOW OF TRAFFIC

Customers should arrive on your property and immediately feel a sense of confidence rather than confusion.

Review each step they need to go through in order to get to your door and make sure each is clearly marked. Consider the following:

- Signage marking spots for delivery drivers/curbside pickup
- Signage designating any separate entrance for takeout orders
- Signage to show a waiting area separate from your dining space
- Exit from the facility separate from the entrance



3. COMMUNICATE EXPECTATIONS

Guests should have been able to access your safety protocols & social distancing requirements online prior to arrival, but you still need to have them clearly communicated at the door. Don't leave it to your wait-staff to explain. Have clear & simple site signage that communicates your expectations for diners, including social distancing, temperature checks, mask requirements, etc.



4. AFFIRM YOUR SAFETY MEASURES

Adding certain useful & highly visible elements to your restaurant's entranceway can put customers' minds at ease and add to your safety protocol. Consider these items:

- Touchless sanitizer dispensers at both the entrance and exit
- Physical barrier such as a partition or Plexiglas at register/host stand



Please contact your sales representative if we can be of assistance as you prepare your facility for dine-in services.

