



September 14, 2009

### GUEST FOCUS

We have simplified our guest service mantra to 'WOW!' We want every guest to say 'WOW' about our product, facility and, most of all, our PEOPLE! What are you going to do to get the guest to say 'WOW'?



Every time you interact with the guest, don't just go thru the motions. Think about what you can do to make it a 'WOW' experience: offering drink refills in the dining room, getting the wich for the guest, recommending your favorite or our most popular wiches, using the guest's name, interacting *genuinely* at P4, interacting with guests in the dining room and looking for clues to drive business (teacher name badges, sports teams, fundraisers, etc), providing a free wich for the next visit if we make a mistake (or, better yet, don't make a mistake!) and welcoming back guests you know. More to follow from a recognition standpoint soon including WOW! pins, SMART cards for WOW service and guests being able to Twitter us about their experience so we can get live feedback on how well you are doing - WOW!

### GUEST FEEDBACK

We had 11 guests leave comments on their surveys this week and ONLY 1 was positive (Southlake):

***"The cashier and the woman calling out the sandwiches went out of their way to visit and make sure everything was good. The manager is generally out talking to everyone too. Great lunch place"***

***We had 10 guests leave us 'opportunities' to improve.*** Needless to say that's not "WOW" service but it does tell us our guests care enough to provide feedback to improve. EVERY TIME you interact with a guest, think about what you can do to get them to say WOW!

### GAME DAY UNIFORMS

Based on input from our team members and managers, Sundays during pro football season will have a slight modification to the uniform policy. You have the option to do either:

- 1) Wear your favorite team's jersey with your Which Wich hat/visor, or
- 2) Wear your favorite team's hat with your Which Wich T-shirt



Aprons must be worn on the line for game day still.