**PHONE & OLO POLICY**

***Last Updated on 2/19/2019***

**Receiving Customer Orders**

There are three ways that customers order from us: On the phone, in person, and online (computer, tablet, mobile device). It is the responsibility of every store to maintain all three of these ordering channels at all times.

**Phones**

At least three (3) incoming phone lines must be maintained and available for Customers to call in on during normal business hours, 30 minutes prior to opening, and 30 minutes after closing.

**In Person**

The front door must remain unlocked during your posted business hours

**Online**

The internet connection between your POS System and toppers.com must be maintained 24 hrs per day, 7 days per week.

* Do not turn off the POS server at the close of regular business hours.
* Do not turn off online ordering
* If there is an internet service outage, it must be treated with the same urgency as a phone service outage.

If the circumstance of not having internet is due to the failure of the Franchisee or GM, they will be immediately held out of compliance. If the situation is out of the Franchisee’s or GM’s control, it must be apparent and communicated to the FBL that everything possible is being done to remedy the situation, otherwise they will be held in Default.

**Restricting Orders**

There are rare occasions when it is appropriate to restrict ordering channels , but only for the shortest possible period of time, and only in dire emergencies, such as severe weather, a Driver accident, an oven failure, or the like that results in an acute inability to service Customers.

*Note: This should be rare. Doing this once in an emergency is an anomaly. Doing this twice becomes a concern. Doing this three times is the start of a habit that disguises bigger issues, such as poor staffing, poor scheduling, and poor management.*

**Why Restricting Channels Should Be Avoided**

* It disappoints our customers and damages our reputation. It is the equivalent of a sit down restaurant locking their doors.
* It causes the loss of sales & profits during the event
* It teaches customers that they can’t count on us, thereby leading to lost future sales & profits.

**When Restricting Channels Can or Should Be Done**

* Only the Manager in charge of the store can restrict channels
* Out-the-Door Times are an hour or longer.
* Before restricting channels:
	+ All available store personnel have been called in to help.
	+ The store Manager, assistant Managers, and store supervisor have been called to come in to help.
* The duration of restricting channels must be minimal, giving Team Members a chance to catch up. Periods of Online Ordering Downtime must be kept to 30 minutes or less.

**How to Restrict Ordering Channels**

All three ordering channels are critically important, but in recent years, online ordering has exploded and it has begun to eclipse the other two, in terms of both quantity of orders and in average sales per order. It must not be the first ordering channel restricted.

*Note: shutting off OLO for any reason is not an excuse to leave it down all night…get it back up ASAP.*

If ordering channels, must be restricted, do so in the following order, restoring full ordering capability as soon as possible:

*Note: If the Toppers IT team detects that you have turned off your online ordering connection, they will proactively turn it back on prior to the start of the next business day.*

1. Reduce the number of incoming phone lines
	1. If your store uses the NuSutus system, follow the [linked directions.](http://www.mytoppers.com/Portals/0/Operations%20Manual%20Forms/Forms%20Appendix%202013/J2%20-%20Sutus%20Procedures%20-%20Pulling%20Phones.pdf?timestamp=1425657418198)
2. Eliminate all but one incoming phone line
3. Turn off online ordering
4. Eliminate all incoming phone lines. If this step is taken, Team Members and Customers with active orders have no way to contact the store. Put 1-2 phone lines back into use as soon as possible.