

THE POS, PHONES & COUNTER

THE CUSTOMER VIEW

The Customer View

The “Customer View” is what forms the Customer’s overall impression of your store. From cleanliness to attitude to professionalism, what the Customers see and hear will dictate how they feel about your store and your team. That’s why it is imperative that we make a great first impression on each and every Customer. It begins when they park in your lot, or when the delivery Driver arrives at their door. By keeping the parking lot free of litter and trash, keeping the lobby clean, and making sure each Team Member is in proper uniform, we help form the opinion that we care about our Customers, and that we’re serious about our food.

In a typical transaction there are countless “details” that can either blow a Customer away when done right, or blow up in our face when done poorly. You are attempting to build a lasting relationship with each Customer. It cannot be stressed enough that these “details” are the make or break between starting out on the right foot with that Customer, and losing them forever. It’s on us to kill it at these details and earn their repeat business!

To fully understand these “details” you must take a minute to walk into your store as a Customer. What do you see? Is the environment orderly and welcoming, or is it chaotic and overwhelming? Are your menus, paper plates, napkins, and condiments tidy and organized, or are they strewn about the lobby? Are the notices and postings appropriate? What do you hear? Are your Team Members using appropriate language? Are they speaking at an appropriate level? Is the conversation personal or private? Is the in-store music at an appropriate level? Is the music appropriate, or might it be offensive to a Customer?

Here are a few guidelines to remember and check on when it comes to killing it on the “Customer View”:

- Any posting in your store should be about local events only.
 - They should be geared toward the community that you are in or nearby.
 - These postings should not have profanity or nudity.
- Newspapers, magazines, or flyers either in a holder or loose are not acceptable in the lobby.
 - Flyers are to be posted on the store pole only (if applicable).
 - If your store does not have a pole then a maximum of one non-Toppers flyer may be placed on the front counter.
 - Toppers-related flyers such as Feeding America pamphlets, menus, or Toppers events/specials may be placed on the front counter.

- If there is a TV in your lobby, it must be turned on while open.
 - TV must have sports, news, or local programming with a viewer rating no higher than PG-13 or TV-14.
 - If there are multiple TVs in your store then one TV is reserved for sports, one for news, and the rest are the Manager's choice.
- In-store music must follow the Brand Standards section of the Operations Manual.
 - The music must be played at an acceptable level.
 - i. It should not be so loud that the Customer must yell across the counter or on the phone to be heard.
- Team Members should be aware of the Customers in the lobby at all times.
 - Personal conversations should not interfere with a Customer's experience or their service.
- Personal items should not be left out in the Customer view.
 - Sodas, food, backpacks, purses, etc. should be kept safely in the back, out of the view of Customers.

We want our Customers to see and experience the fun atmosphere that is Toppers Pizza. It is what sets us apart from all the other pizza stores. Re-up on the above guidelines periodically to ensure that you and your team are killing it in this area. All aspects of your store's "Customer View" should be filled with examples as to why our Customers should *want* to order from Toppers, not avoid it. When we take a minute to ensure that we are fulfilling our duty here, we all but guarantee Toppers Nation will order from us again and again leading to more Toppers Pizza fanatics, and increased sales for your store!