

Customer Survey Action Planning

Unit 13663

Bytes Cafe

Table of Contents

- Bytes Café Overview
- Opportunities for Improvement
- Goals and Assessment

Bytes Café Overview

Bytes Café
Unit 13663
2009 Score: 87
2010 Score: 85 (-2)
Manager: Kevin Bauer



Key Statistics

Building Population	1750
Avg. Lunch Covers	540
Participation rate	32%
Avg. Lunch Check	\$5.36
Avg. Daily Sales	\$4,317

General Comments:

- Gateway Village added 300 associates in October 2010 to the call center.
- Refresh off-site completed January 1st 2011
- Population is stated at 3,200, however this is split between Bytes (1,750) and CFA (1,450).

Survey Opportunities Identified (items scored below 83)

Overall Quality of Cafe	78
Overall Quality of Food Items	81
Taste of Food	77
Overall Menu Variety	69
Availability of Pre-Package Items	75
Food Promotions	71
Value of Food Service Provided	68
Speed at Checkout	82

Opportunities for Improvement

Survey Opportunities Identified	Actions to Correct	Due Date	Responsible	Accountable	Consulted
Value of Services Provided	<ul style="list-style-type: none"> We will be conducting a “Dare to Compare” campaign to show that our pricing is competitive and meets customer needs in comparison to our main street competitors. 	15-Apr-11	Kevin Bauer	Christopher Bowden	Jamie Cevelo
	<ul style="list-style-type: none"> We have also introduced Seattle's Best Coffee as part of our daily value hot beverage offering. 	Completed			
Overall Menu Variety	<ul style="list-style-type: none"> We have recently remapped our café to include three new stations, “Yan Can Cook” featuring favorite Asian dishes, “Southern Comfort” featuring traditional American classic dishes and “So Deli” as an additional sandwich offering on LaBrea bread. 	Completed	Kevin Bauer	Christopher Bowden	Paul Basciano
	<ul style="list-style-type: none"> We will be writing a new spring menu that will include your daily favorites in addition to new seasonal spring ingredients in our dishes and features on our salad bar. 	18-Apr-11			
	<ul style="list-style-type: none"> Our chefs will implement a hot carved sandwich offering feature at our “So Deli” station. This feature will be offered twice a week as part of additional variety at our deli. 	4-Apr-11			
Food Promotions (Combinations/Specials)	<ul style="list-style-type: none"> We have introduced “Sweet Deal Combo’s” as part of our promotional daily value specials. We run three daily consecutive “Sweet Deal Combos” for lunch and one daily “Sweet Deal Combo” feature for breakfast. Look for the “Sweet Deal” logo at our café entrance board as you enter the cafe or on our deli station signage. 	Completed	Kevin Bauer	Christopher Bowden	Jamie Cevelo
	<ul style="list-style-type: none"> We have implemented a coffee frequency card that allows you to purchase 9 cups of coffee and get the 10th cup free. Cards are available at our café registers. 	Completed			
	<ul style="list-style-type: none"> We will soon be implementing a “So Deli” Sandwich Frequency Card as well. 	4-Apr-11			
Availability of pre-packaged/takeout options	<ul style="list-style-type: none"> We have introduced additional Outtakes Quick Cuisines Salads, sandwiches and snack wraps. Our new range is located in our beverage refrigerated unit. 	Completed	Kevin Bauer	Christopher Bowden	Paul Basciano
Taste of the food	<ul style="list-style-type: none"> Chef Jason Wallace and team now do a daily tasting at pre-service to ensure food quality & taste meets the required standards. Please introduce yourself to Jason who will be in the café servery during lunch. 	Completed	Kevin Bauer	Christopher Bowden	Jason Wallace

Goals and Assessment

- **Immediate Actions to Address:**
- **Long Term Actions:**
- **Plan to Measure: We heard you 5 question survey:**
 - Communications & Marketing
 - Menu Variety/Culinary Opportunity
 - Service, Staff & Management Team
 - Facility
 - Value

30 Day Assessment Score	
Communications & Marketing	
Menu Variety/Culinary Opportunity	
Service, Staff & Management Team	
Facility	
Value	

60 Day Assessment Score	
Communications & Marketing	
Menu Variety/Culinary Opportunity	
Service, Staff & Management Team	
Facility	
Value	