



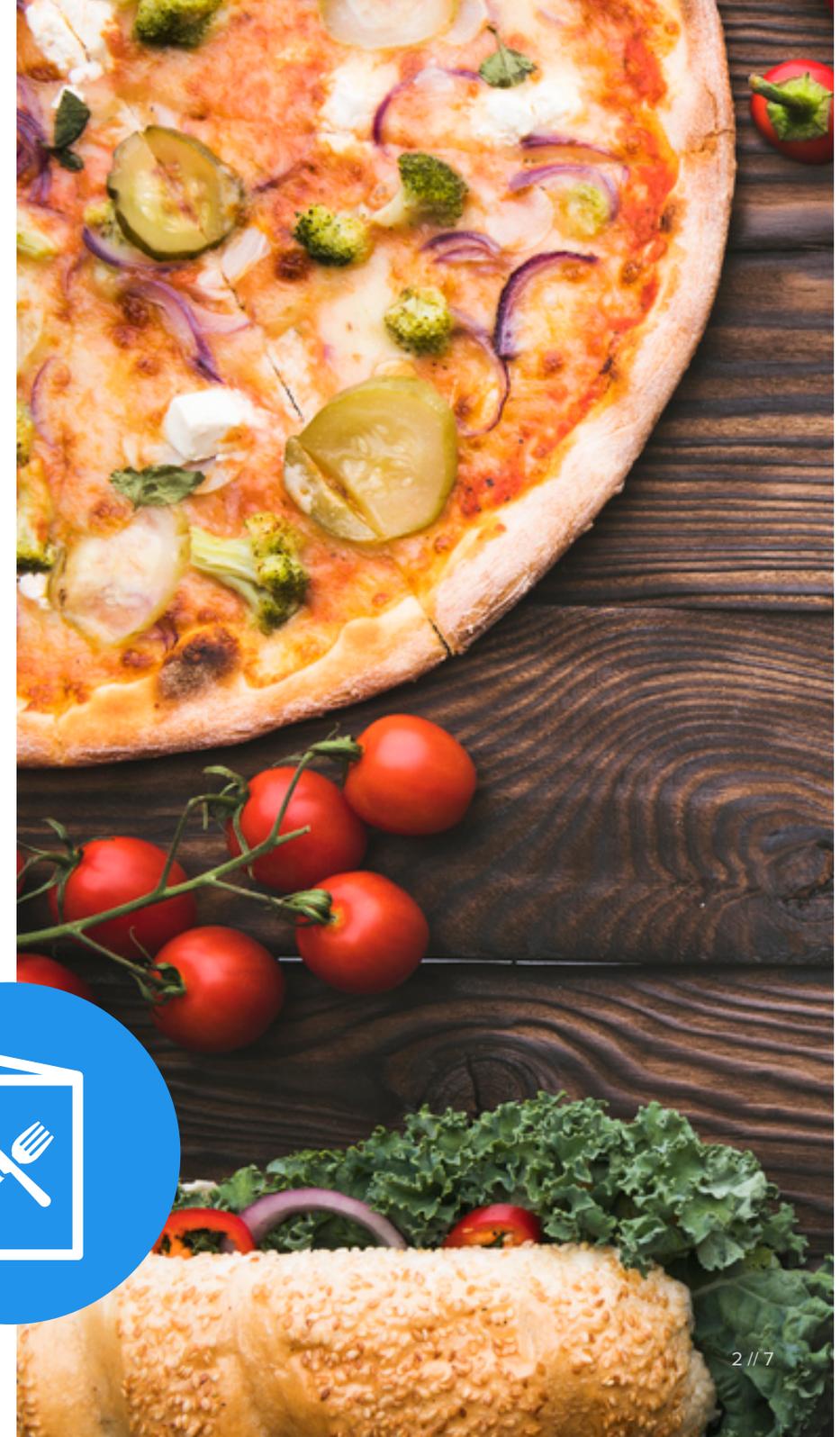
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# Four strategies for **enhancing** **restaurant** accuracy



Few things frustrate restaurant customers more than receiving a botched order. The brand's food may be great and its "vibes" immaculate, but it can all be soured by incorrect items, missing items, or exiting the drive-thru with a disorganized bag and without the extra condiments you were promised.

Accuracy heavily impacts customer satisfaction scores and intention to return, and today we're using data from SMG's 2023 Restaurant Accuracy Trends study to serve up four strategies that restaurants—including quick-service, fast-casual, and casual dining brands—should consider for improving accuracy scores and keeping your customers happily coming back.



## STRATEGY #1

# Ensure your operations technology is optimized

Accuracy issues are more likely to become, well, issues once customers and their orders leave your premises. That means your point of sale (POS) system needs to be sharp for all types of orders, but especially for carry-out and in the drive-thru. Even with a sophisticated system, brands should go a step further to dot the Is and cross the Ts.

These advancements in operations technology have been paying off as we saw accuracy scores improve across all order types in 2023.

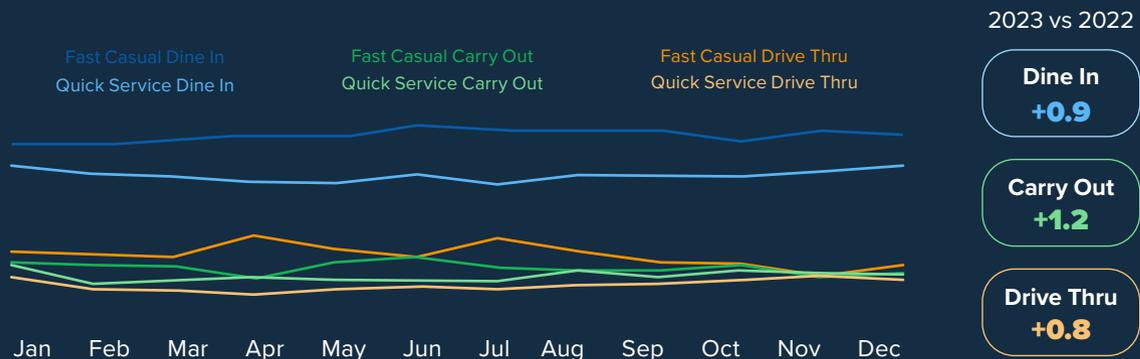
Many are re-evaluating their receipt and kitchen display system (KDS) layouts to reduce employee (read: human) errors. Some are implementing system procedures to make sure like-items are bagged together. Others are weighing items, adding detailed order images on screens along with text, and exploring deeper back-of-house efficiencies like predictive cooking platforms based on traffic volume patterns by time of day and day of week.

One brand that sells dipping sauce with most orders significantly reduced the occurrence of missing sauce by investing in product-specific digital screens.



### Configure your POS system to help your team get every order right

SMG Accuracy Benchmarks by Industry + Visit Type



## STRATEGY #2

# Put your packaging to work

It doesn't matter if it's the restaurant's fault or the driver's—third-party delivery customers will usually blame the restaurant for accuracy issues. Brands should make creative use of packaging to ensure a seamless delivery experience through every step of the process.



### Hot Tip

Take accuracy one step further by having team members highlight each item on the receipt as they're placed into the bag. Color-coding is your friend!

Some are creating new standards that make double-checking accuracy easier, such as investing in sticky printers or stapling receipts directly to orders for staff to review. Others are creating smoother workflows and processes for delivery orders through dedicated staging areas.

Strategic packaging helps restaurants complete accurate orders, with help from (and sometimes despite) third-party delivery platforms.

Why were you not satisfied with your most recent restaurant delivery service experience?

Uber Eats

GRUBHUB

DOORDASH



It took too long for my order to be delivered



My food was the wrong temperature or not fresh



The delivery fees or menu items were too expensive



My order was missing items

STRATEGY #3

# Create an accuracy playbook

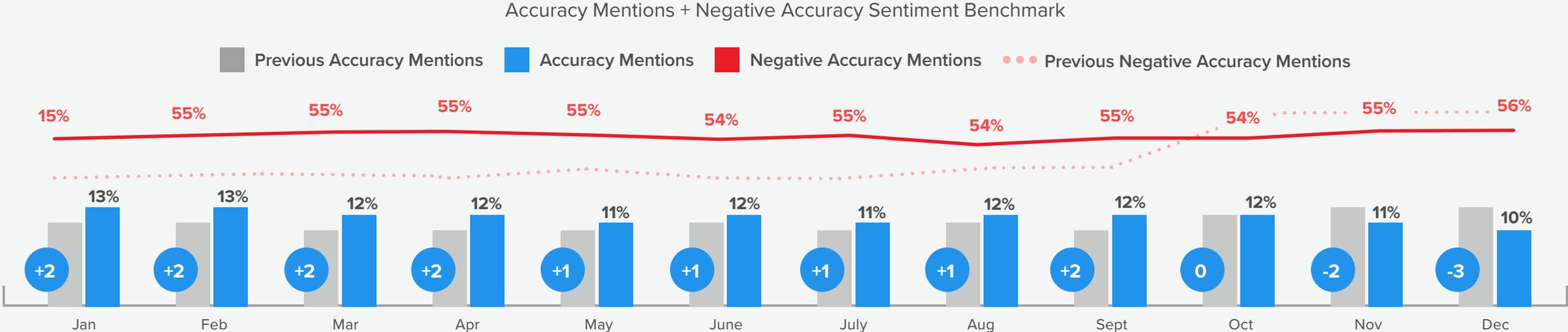
Amid recent staffing challenges of the past few years, thorough training and operational guides have become even more important. Employee feedback also shows even the most tenured staff members desire retraining. A playbook that can act as a continuous improvement resource as well as an ultimate source of truth benefits both newbies and longtime teammates.

From how best to bag, box, or plate each item to how to arrange the back-of-house assembly line-style, your playbook should ooze with speed and accuracy tips tailored to your location.

Some brands are hiring quality control leaders who focus solely on double-checking orders before they leave the premises, managing curbside service and ensuring promised pickup and delivery times are met.



**Accuracy mentions and negative comment sentiment have recently decreased, suggesting quality control efforts are succeeding. Your brand should identify common comment themes to help focus your playbook’s contents on the most important initiatives and solutions.**



## STRATEGY #4

# Listen to the field

More than ever, brand executives are seeking feedback from the field to better understand frontline pain points and determine what resources staff members need to succeed. The following can't be overstated:

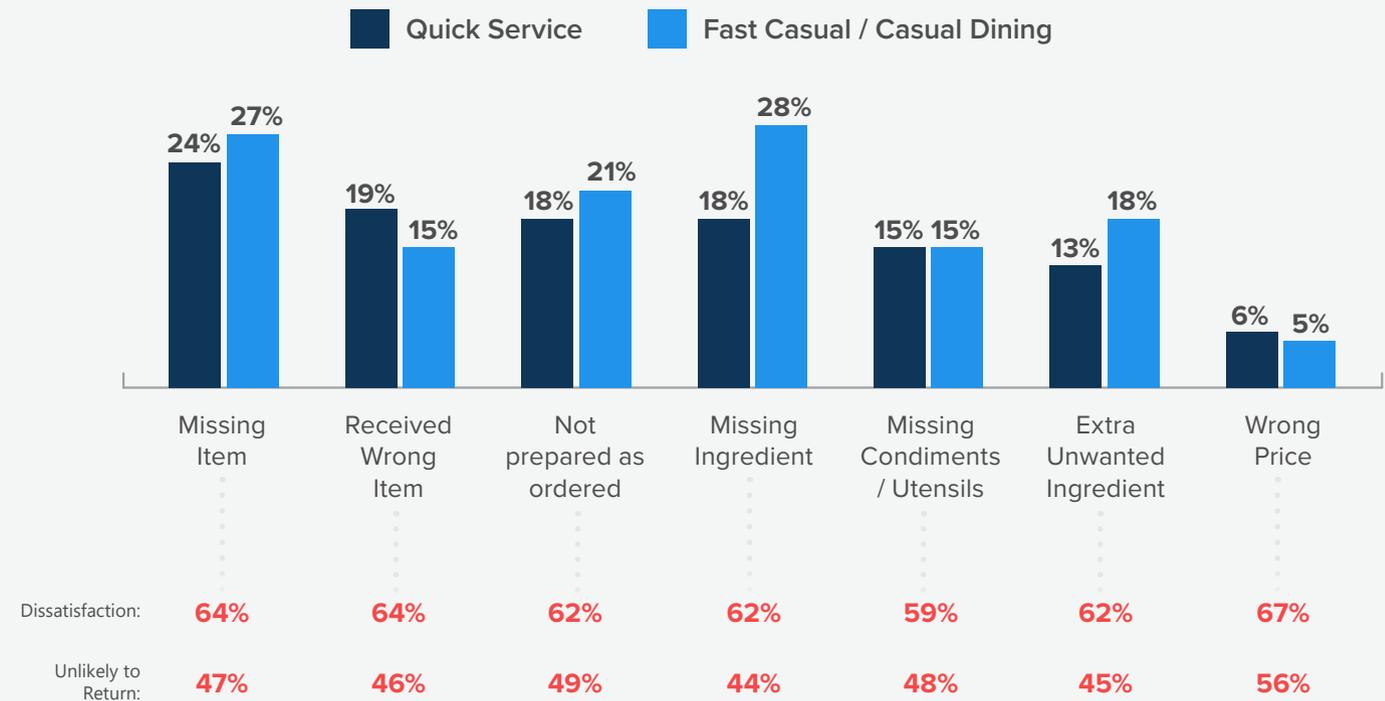
**Ask your teams (regularly!) what barriers exist today.**

Frontline employees are in the thick of the action. They know what tools + processes are working and what's holding them back. They also hear what your customers are saying—both when they're happy and when they're upset. It's to your teams' benefit to share those insights, and it's your responsibility to listen and take them seriously. Your business results depend on it.



**MAKE SURE THE PRICE IS RIGHT:** Receiving the wrong price has the largest impact on Overall Satisfaction and Intent to Return. Make sure your teams are well-trained to calculate pricing and fix errors immediately when they occur.

**Frontline team members can help you diagnose why errors like these occur and suggest ways to improve.**



# Let's review our strategies for accuracy to ensure you're armed with ideas.

1

## Beef up your operations technology

Your POS system can't do it all, but it should do a ton of the heavy lifting. Make sure your tech works FOR your team—especially with carry-out and drive-thru orders.

2

## Use packaging to your advantage

Smart, visually helpful packaging makes life easier and more accurate for everyone—from back-of-house staff to the delivery driver to the customer.

3

## Practice accuracy with a playbook

Both new and tenured teammates need operational guidance, and a physical (or digital) playbook helps get everyone on the same page.

4

## Listen to and learn from team members

Frontline employees have the closest view of what's happening in your restaurants. Consult them for the truest feedback you'll receive on your strengths and weaknesses.



We're eager to help you take the steps needed to push your accuracy and satisfaction scores higher.

[Schedule an SMG demo today!](#)



### About Service Management Group

SMG inspires experiences that improve people's lives. We are a catalyst for change—helping organizations generate new revenue, grow existing revenue, reduce churn and detractors, and drive operational efficiencies. Our unique software with a service (SwaS) model puts a dual focus on platform technology and professional services, making it easy for brands to activate insights based on customer and employee feedback. To learn more about our customer, employee, and brand experience management (XM) solutions, visit [www.smg.com](http://www.smg.com).

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