



RESPOND → PLAN → RETURN STRONGER

Rebuilding Consumer Confidence Through Trust, Transparency, and Technology

PRESENTED BY

CJ Lewis and Bob Gibson



Today's Speakers:



CJ Lewis

Co-Founder & COO at Jolt



Bob Gibson

Chief Revenue Officer at Jolt

Quick Overview of Jolt

Jolt is designed to solve the challenges that business owners face, aiming to improve daily operations and food safety compliance. Powered by a digital checklist platform that features integrated hardware, corrective actions, and custom notifications, Jolt delivers individual employee accountability, visibility into store performance, and accurate food safety records. Jolt is the industry leader. Over 15,000 customers in 50+ countries have leveraged Jolt to complete more than 1 Billion tasks.



How Coronavirus Impacts Hospitality: Disclaimer

As with all predictive analysis, this is best guess based upon the data available with sources and data are constantly changing. The presentation is based upon research from:

- Technomics
- Dataessentials
- Nations Restaurant News
- IFBTA/RTN
- Multiple Webinars from industry experts

How Coronavirus Impacts Hospitality: Statistics

Statistics

- Today's market consists mostly of quick service (62% of total spend) and fast casual (13% of total spend) both are expect to continue to grow
- Two-thirds of the population will avoid dine-in restaurants in the next 2 months
- 75% of those have identified safety as the primary issue preventing them from dining-in
- 52% of people have identified a lack of notification of Sanitization and Safety precautions published is preventing them from returning.

How Coronavirus Impacts Hospitality: Industry

Potential Industry Impacts

- Public shaming of companies i.e. LA County publishing lists of restaurant with Covid 19 cases, Drone tracking, Cell phone tracking etc will become a major risk
- Drop in immigration as jobs dry up which will impact restaurant labor costs when they do re-open
- The End of the Golden age of Restaurants - Food as Art!
- Expect a second wave of closures after openings due to OPEX cost vs Sales
- City based restaurants will start to move out to Suburbs and more rural areas
- City's will start to experience "Empty spaces" where business close
- Also possible Downtown Suburbs will see empty storefronts affecting local economies
- All delivery economy will spawn autonomous vehicles long term but short term, contract workers. I.e.. Instacart hiring 300,00 workers
- American cities will become more affordable
- History repeats itself, think of Sears and Roebuck economy of the 1890's.

How Coronavirus Impacts Hospitality: Restaurants

Potential Restaurant Impacts

- Certification of safety like a ServSafe may be a key brand strategy
- Government regulations and additional requirements will be introduced around employee and consumer safety
- Onboarding and training will be a key challenge as brands grow
- Potential Public shaming of restaurants is something you need to guard against
- Eating at home will return to a be the norm
- Grocerent will become a growing trend with Grocers taking on a 2nd sales channel role as restaurants with delivery, curb side, and pick up
- Food that travels is key, food for art will become a casualty (Alinea in Chicago)
- Make your own plate, self service, and buffet type locations will be greatly reduced
- Ghost Kitchens and off premise will grow dramatically as restaurants close
- increased investment in technology around drive thru and Alcohol delivery
- Increase in Sales Tax, property tax, Use fees, etc as City's and States look to re-coup loss revenue

How Coronavirus Impacts Hospitality: Consumer

- Increase use of digital and delivery vs in person
- A move to spend more in grocery and C store
- More focus on the supply chain, where it is coming from, and how it is certified as safe
- Will reward Brands that have showed compassion and help vs those that have not
- Increased unemployment will affect disposable income and less spend
- To go back to dining in Restaurants: social distancing, Washing Hands, and Clean surfaces will be key
- DIY meals with home delivery may become a new trend. Restaurants prepare ingredients including alcohol drinks, deliver to the consumer and they prepare

How Coronavirus Impacts Hospitality: Conclusion

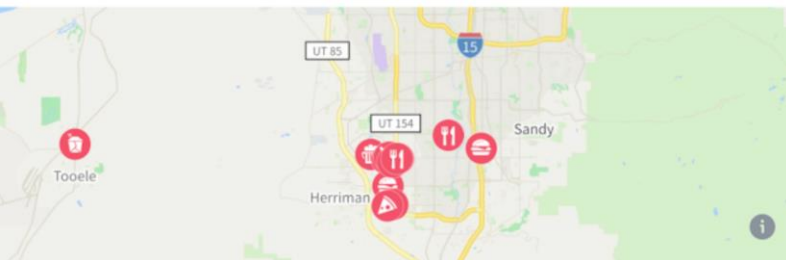
- Large brands with strong balance sheets will prosper with long term increases in their footprint by acquiring smaller brands in the next 12-18 months
- Consumer Confidence will be key to Brands. Trust Transparency and Safety will be a key Brand Strategy to solve
- Government regulations and additional requirements will be introduced around Employee and Customer Safety
- On boarding and training will be a key challenge as Brands on board employees
- There will be a second round of closings in SMB in 90-180 days as they can't cover costs vs sales
- Employee Safety is going to be just as important as Consumer safety
- Large Labor Pool for potential employees or other type of sales models
- QSR will Dominate - QSR key factors are speed of service (thru put) in line and drive thru. Labor and food cost, just in time product/inventory (KFC Chicken Count)

Consumer Climate:

 is  looking for recommendations. ...


 Conversation Starter · April 11 at 12:28 PM · 

Anyone else shocked that not everyone in the food industry is required to wear a mask??? Just went through the  drive-through and I was a bit taken aback that no one was wearing a mask. That being said, anyone know of food places that are wearing masks?





Looking for recommendations in
South Jordan, Utah
20 people recommended 15 places

 9 53 Comments

  April 9 at 2:52 PM ·  ...

I was looking for a post about a restaurant serving food with masks & the like- I searched hamburger 2020 and still couldn't find it 🤔. I wanted to pick up food from a "hamburger joint" that is for sure taking precautions (masks & gloves & being careful). My daughter was begging for McDonald's which was firm nope -- I know people had mentioned The Break (which we love too) but I'm wondering where else? (I have an immune-compromised child that I have to be extra careful but we have ordered from a select few and have been overall impressed with the precautions that many restaurants are taking)


 3 27 Comments

 Like  Comment

  ...

In and Out everyone was wearing masks and gloves. ...

Like · Reply · 1w

  ...


I wonder if the Habit is? ...

Like · Reply · 1w  1

  ...

I went thru Warrens the other day and the lady had a mask on ...

Like · Reply · 1w

  ...

, please also share the places where you have been impressed. ...

Like · Reply · 1w

Government Climate:

Normal Risk

Low Risk

Moderate Risk

High Risk

Intensity of Disruption	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
Restaurants & Food Services	<p>Dine-in restaurants operating under proper safety precautions for staff and customers</p> <p>See general guidelines for all levels below and follow Department of Health guidance</p>	<p>Dine-in service opened, with tables arranged so there is at least 10 feet between diners. Increased hygiene practices for customers and staff</p> <ul style="list-style-type: none"> Dine in options available with tables spaced at least 10 feet apart; capacity increased incrementally, based on data & milestone trends Symptom checking of employees Limit the number of people in a restaurant at any time to allow for adequate distancing Take-out options should still be encouraged Limit wait times inside the restaurant to 15 minutes and avoid crowding. Individuals should be encouraged to wait outside Set an established window for high-risk groups to come in without pressure from crowds Maintain signage to remind individuals from separate parties to stand at least 6 feet apart Avoid letting guests handle food at buffets or change tongs frequently Clean drink machines frequently Clean all dishes and silverware, even if they were not used Stagger workstations so workers are not facing one another and can maintain a 6-foot distance Organize staff into teams to reduce interaction between the groups Encourage contactless payment; sanitize between transactions Staff handling payment should not touch food products Customers voluntarily provide contact information to assist with contact tracing efforts 	<p>Encourage takeout/delivery options. Dine-in services allowable with extreme precaution, following strict guidelines around physical distancing and staff monitoring. Contactless payment is encouraged. Create safe environment for staff</p> <p>For dine-in services¹</p> <ul style="list-style-type: none"> Dine-in services may be open under the following requirements outlined in the appendix <p>For takeout services:</p> <ul style="list-style-type: none"> Symptom checking of employees Stagger workstations so workers are not facing one another and can maintain a 6-foot distance Organize staff into teams to reduce interaction between the groups When delivering food, drivers should use hand sanitizer before passing delivery to customers and should use disposable containers and packaging that do not need to be returned Encourage contactless payment; if not possible, sanitize between transactions Staff should sanitize hands between handling payment options and food/containers Employers provide personal protection equipment such as face coverings, hair nets, gloves, overalls Customers voluntarily provide contact information to assist with contact tracing efforts 	<p>No dine-in service and extreme caution taken in food prep. Physical distancing should be maintained. Curbside pickup, takeout, and delivery only. Encourage contactless payment. Create safe environment for staff</p> <ul style="list-style-type: none"> Only takeout options, including delivery, curbside delivery, and pickup; third-party delivery is permitted Symptom checking of employees Stagger workstations so workers are not facing one another and can maintain a 6-foot distance Organize staff into teams to reduce interaction between the groups When delivering food, drivers should use hand sanitizer before passing delivery to customers, and should use disposable containers and packaging that do not need to be returned Encourage contactless payment; if not possible, sanitize between transactions Staff should sanitize hands between handling payment options and food/containers Employers provide personal protection equipment such as face coverings, hair nets, gloves, overalls

New Legislation Imminent



Permanent Change

“It is impossible to overstate the pain that people are feeling now and will continue to feel for years to come...No one who lives through Pandemic 1 will ever forget it... Picture restaurants that only seat people at every other table... even if governments lift shelter-in-place orders and businesses reopen their doors, humans have a natural aversion to exposing themselves to disease.”

-Bill Gates



Trust, Transparency, and Technology:



“Safety is the new Hospitality. We are experts in creating memorable guest experiences; now we’ll need to demonstrate that we can create a safe experience for guests as well as a safe working environment for team members.”

- Al Paris (Concept Innovator and Restaurateur)

“Trust, Transparency, and Technology will be required to get customers back”

- Robert Irvine (Food Network)



How Technology Creates Confidence:

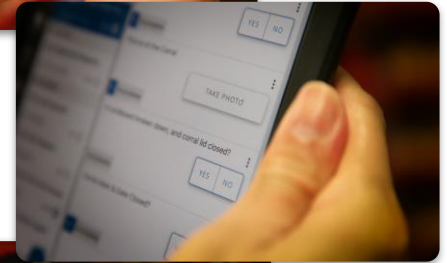
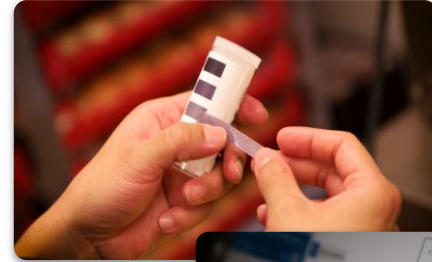
1. Digital Checklists
2. Wellness Checks
3. Menu Changes
4. Dashboards & Displays



Building Confidence: Digital Checklists

Increased Accountability: Know the exact what, when, who & how behind every task with logins and timestamps.

- QR-codes for location verification
- Photo-verify every sanitization solution
- Enforce completion through text or email notifications to owners or managers



Building Confidence: Wellness Checks



Perform employee health & wellness checks. Post data in dashboards or showcase in social media.

Check at the start of every shift:

- Wearing Mask
- Wearing Gloves
- No Symptoms
- No Contact With COVID-19 Positive Individuals in Last 30 Days

Building Confidence: Menu Changes

- Place scannable QR codes that direct consumers to contactless menus on entrance doors, in ordering lines, or on dining tables.
- Laminate all menus and make sure they are cleaned after every seating.
- Print off simple paper menus for each seating.



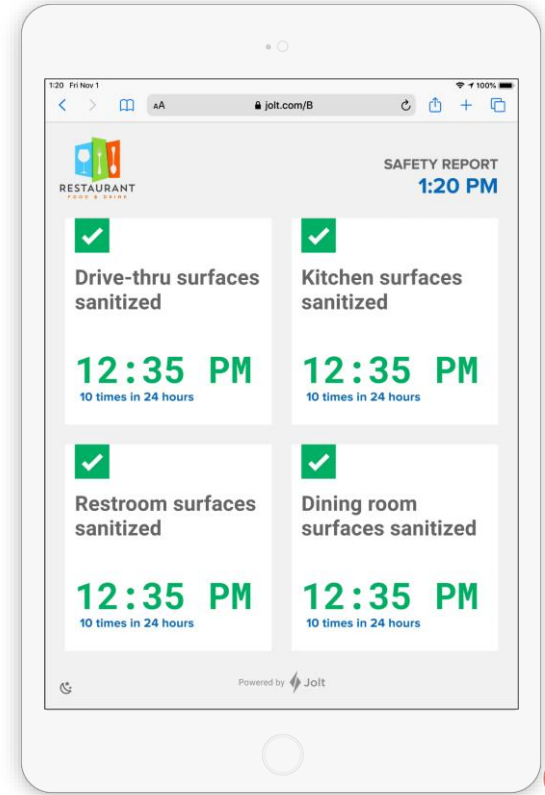
Building Confidence: Dashboards & Displays

Communicate trust and transparency by:

- Digital dashboard that displays a store's cleanliness, safety, and sanitization records in real-time.
- Monitors displaying back-of-house operations and safe food preparations.
- Post businesses new cleanliness procedures and how often things are sanitized.

Areas to focus displaying changes to:

- High touch point sanitization
- Employee hand washing reminders
- Symptom and temperature checks
- PPE (Personal Protective Equipment) checks
- BOH, FOH, drive-thru, and restroom sanitization



Best Foot Forward

Many consumers will respond to visual signals that show customers health and safety are a priority. Extra sanitation protocols, contactless delivery options, masked and gloved employees and clear social distancing guidelines can all ease a nervous consumers mind.

Mark Moeremans, ACA



Bonus: Recommended Leadership Books

I think it's super important to have a clear vision, a mission and value statements that define the purpose of the organization.

G.J. Hart, CEO of Torchy's Tacos



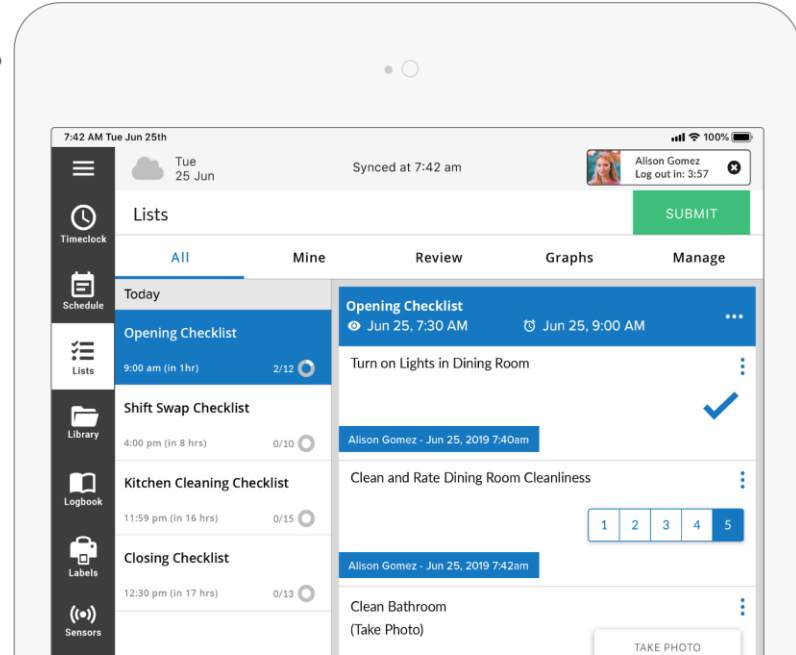
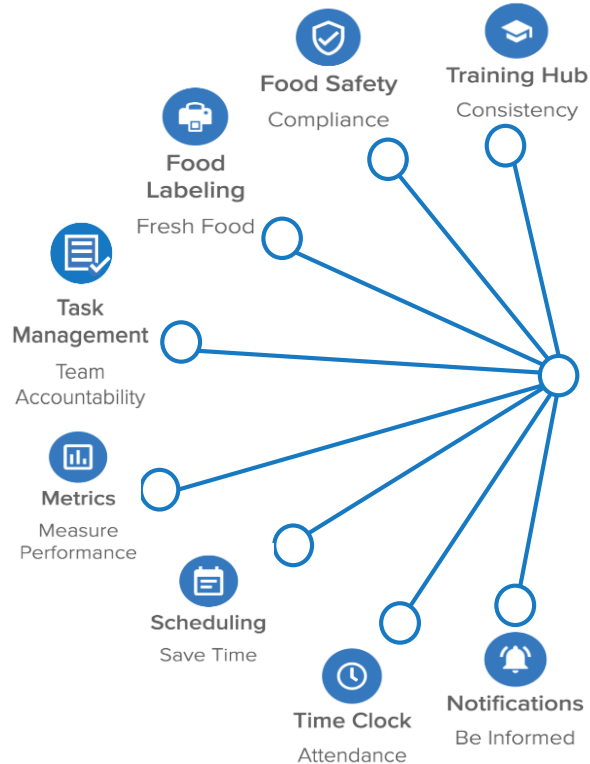
- The Advantage - *Patrick Lencioni*
- Good to Great - *Jim Collins*
- Tipping Point - *Malcolm Gladwell*
- Leadership and Self Deception - *The Arbinger Institute*

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RETURN STRONGER 