

Restaurant Business

STREET SMARTS FOR THE ENTREPRENEUR



Hug a customer

19 The hugs are metaphorical in Rising Roll's new customer appreciation program. "We can't control the commodity markets or gas prices, but we can control

what goes on within our four walls," says CEO Mike Lassiter. Thus, the Hug a Customer program, in which employees are trained to interact with customers at six key "touch points." The 70-item menu board is the first point: Within 15 seconds, a patron should be offered assistance in navigating it. Each guest also should hear "thank you for your business" at least three times—when ordering, at the cash register and before leaving. Top-performing employees get recognition.