



# HOW TO TAKE IT

# Curbside

If you're looking to offer your customers another pick-up option, enabling curbside service might be an effective way to do so. You'll be offering yourself and your patrons extra piece of mind and be able to quickly and efficiently provide to-go meals without extra delivery staff.

## PLAN FOR EFFICIENCY

Reserve a few parking spots near your front door for curbside pick-up only that ensure those customers have a convenient place to park and staff can easily find them. This also advertises your curbside service to other customers. Any curbside parking spot should be near a window and easily accessible to your designated pick-up area. If you can't allocate spaces near the door, consider installing a security camera in the parking lot and a monitor at the curbside station so your staff knows when customers have arrived.

## SELECT APPROPRIATE PACKAGING

It's worth spending a little extra on quality carryout containers to make sure hot foods stay hot, cold foods stay cold and liquids stay in containers. It helps preserve the guest experience all the way home. Containers also offer valuable advertising space and a small investment in printing can extend your brand recognition beyond your parking lot.

## MARKETING IS CRUCIAL

Use your website and social media presence to spread the message your operation offers a curbside service. If you have a contact distribution list, sending out email blasts with service details and special offers, like a certain percentage off their first curbside order, can help get your customer base utilizing the service and telling their friends.

## STRUCTURE YOUR STAFF

Service is key to generating repeat curbside business. It's best to dedicate staff to take orders, watch for arrivals and deliver food to cars. Train employees to note the make, model and color of customers' cars when taking orders so curbside staff can identify them when they arrive. Staff delivering food should use gloves.

## ENSURE SPEED & EFFICIENCY

It's imperative to minimize trips back into the restaurant, so make sure your curbside staff is offering credit card payment at the point of order, as well as taking payments at the car with a secure, wireless credit card terminal or mobile payment app on a mobile device or tablet. Limit the use of cash transactions to keep your staff safe and responsive.

## THIRD PARTY DELIVERY

While there is a nominal cost to partnering with third party delivery services, doing so can help create a smooth process without adding extra staff or over-burdening your current employees. You're also reaching potential customers who may use these services on a regular basis but are not connected to your operation currently.



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