

Huddle House | Location Program Guide

Program Name	Voice of the Customer
Vendor Partner	SMG Service Management Group
Survey Access	HuddleFeedback.com 8775HUDDLE
Scoring	Top Box % of Highly Satisfied guests
Helpline	866.895.0280

Top Box scoring accounts for the percent of guests highly satisfied with the experience. Highly satisfied guests are more likely to return and recommend on average.

5 Highly Satisfied

- 4 Satisfied
- 3 Neither
- 2 Dissatisfied
- 1 Highly Dissatisfied

How the survey works:

Guests must first be given an invitation to participate. All guests who complete an order will receive an invitation on their receipt. The invitation asks guests to visit a URL or call a toll-free number and complete a survey in exchange for a free mozzarella sticks or cobbler à la mode with purchase on their next visit.

The POS-generated survey invitation contains:

- Survey URL + toll-free number
- 15-digit survey invitation code
 - Restaurant number
 - Transaction number
 - Date + time of visit
- Survey offer + fillable section for 5-digit offer code



Types of survey questions:

Satisfaction + Loyalty

- Overall Satisfaction
- Likelihood to Return
- Likelihood to Recommend

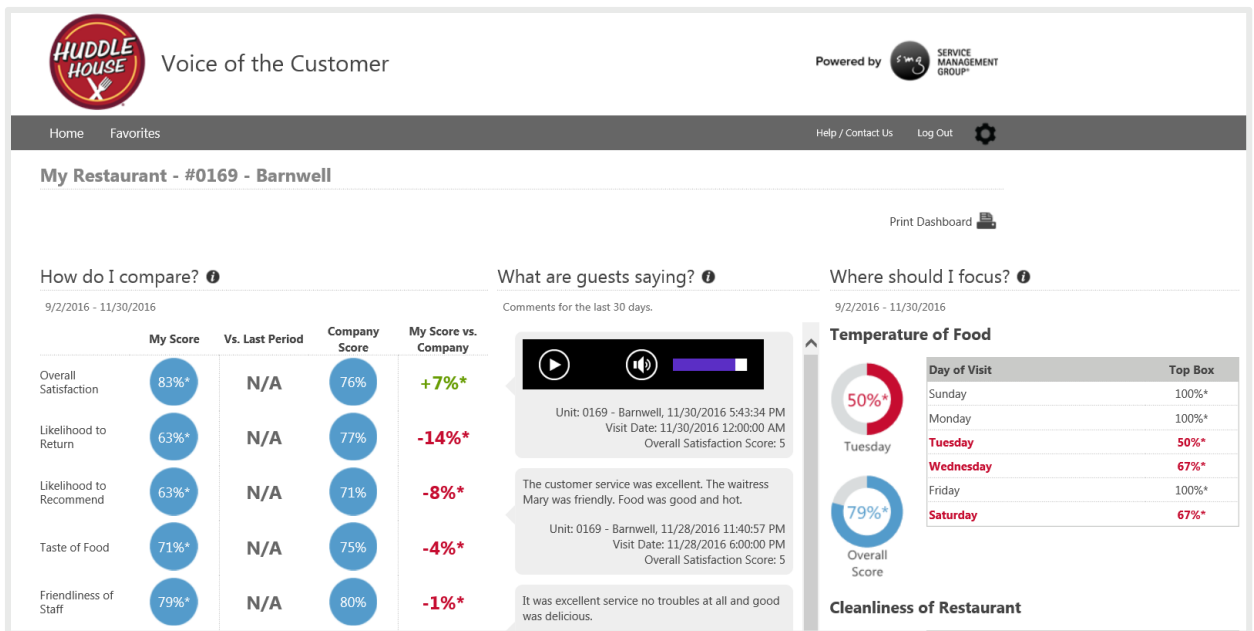
Restaurant	Service	Staff	Food	Other
<ul style="list-style-type: none"> • Overall Cleanliness • Overall Atmosphere • Restroom Cleanliness 	<ul style="list-style-type: none"> • Speed of Service • Ease of Placing Order • Accuracy of Order 	<ul style="list-style-type: none"> • Attentiveness • Menu Knowledge • Friendliness • Neatness of Appearance 	<ul style="list-style-type: none"> • Taste • Temperature • Portion Size • Variety of Items 	<ul style="list-style-type: none"> • Order type • Reason for Visit • Frequency of Visit • Gender • Age

Huddle House | Location Manager Dashboard

Quickly see where to focus your efforts, what guests are saying about your location and how you compare against others in the company.

To access the results log into www.smg.com or **smg360** (mobile app) available in the iTunes App Store or the Google Play Store.

Use your **HH email address** as your username and **Huddle123** as your password.



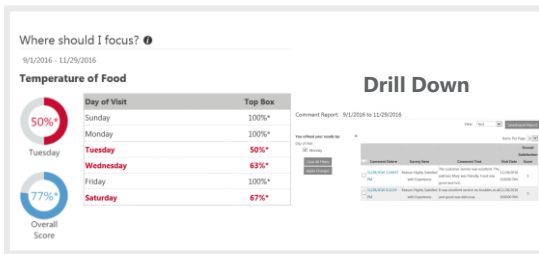
Best practices for using the dashboard

- 1 Make sure you log in and check your scores at the beginning of each shift.**
You can use the real-time data to help coach your teams.
- 2 Use the "Print Dashboard" button and share scores with your team.**
We recommend posting this in your back room each month so everybody can stay up-to-speed on progress.
- 3 Regularly check your Favorite Reports.**
These have been pre-built for you and will be populated with fresh data each time you access them.

Reporting optimized for the latest version of Google Chrome and the two most recent releases of Firefox, Internet Explorer, and Safari. Reporting accessible through older browser versions, although full functionality of features may be unavailable.

Huddle House | Location Manager Dashboard

The location manager dashboard provides clear answers to your most pressing questions:



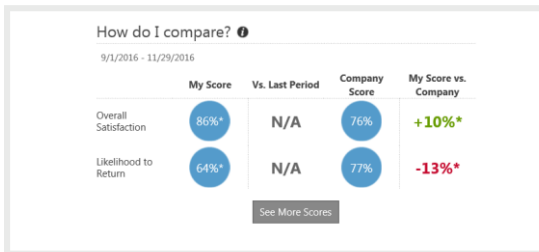
Where should I focus?

- These are your location's Areas for Focus—the two biggest opportunities to impact Overall Satisfaction
- Scores are updated daily and new Areas for Focus are calculated quarterly
- See performance breakdowns by day of visit
- Click on days or scores to see related comments
- Asterisks indicate low sample



What are guests saying?

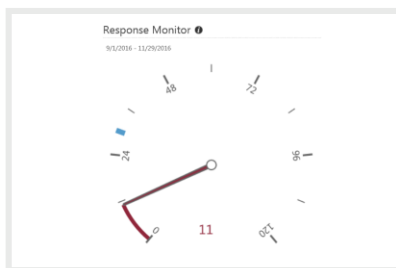
- See real-time comments from guests who visited your location
- See the date and time associated with each comment
- Hover over "(More)" to read longer comments
- Click "Go to All Comments" to see all open-ended guest feedback for your location



How do I compare?

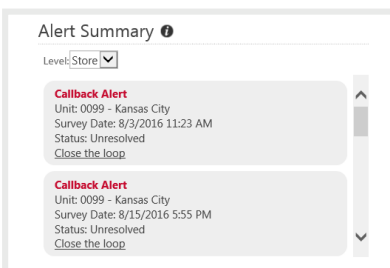
- See your location's current performance over 90 days compared to the previous 90 days
- Understand how your scores compare to other areas of the company
- Click "**See More Scores**" to see comparisons on more survey measures

Use the dashboard to keep tabs on important metrics:



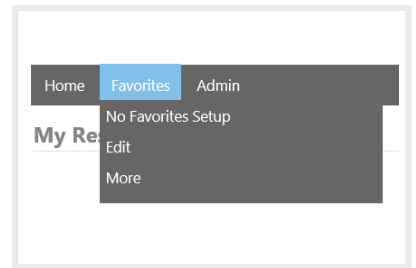
Response Monitor

- View the number of successful surveys received for a specific timeframe



Alerts

- Quickly identify issues requiring follow-up
- Understand the reasons behind issues and track to resolution



Favorite reports

- Access pre-defined reports on the measures that matter most in the top toolbar
- See updated data each time you log in



If you have any questions about how to use your dashboard, visit the [Help/Contact Us](#) tab on your reporting website homepage.

Huddle House | Area for Focus (AFF) FAQ

Below, please find frequently asked questions about Areas for Focus (AFF):

What is an Area for Focus (AFF)?

An Area for Focus (AFF) identifies an aspect of the restaurant experience with the greatest opportunity for improvement or an area that most strongly correlates to high levels of satisfaction.

How are Areas for Focus (AFF) determined?

Areas for Focus (AFF) are determined by the following key factors::

- The importance of that aspect of the restaurant experience on Overall Satisfaction
- The variability in performance on that survey measure across all restaurants
- The restaurant's performance on that aspect of the restaurant experience compared to the company average
- The restaurant's most recent quarter performance on the measure vs. the previous quarter performance

How often are Areas for Focus (AFF) determined?

Areas for Focus (AFF) are determined on a quarterly basis to allow time to develop and deploy plans focused on promoting continued improvement.

Will the Areas for Focus (AFF) for a restaurant always change every quarter?

No, a restaurant may receive the same Area for Focus (AFF) the following quarter if the restaurant continues to underperform on that aspect of the restaurant experience or did not experience any improvement.

What if a restaurant does not qualify for an Area for Focus (AFF)?

The report will display the default Area for Focus (AFF) selected by the chain. Even if a restaurant scores high on the default Area for Focus, they need to continue that focus and identify what they can do to go above and beyond.

What are other considerations for the Areas for Focus (AFF)?

There are many considerations for and Areas for Focus (AFF):

- Measures must have 30 or more successful survey responses in the specified timeframe to qualify (both in the current and previous quarters used in the algorithm)
- Measures performing above 96% will not appear as an Area for Focus (AFF)



Huddle House | smg360

Use the app to take action + drive guest loyalty

SMG's enhanced mobile app, smg360, puts integrated datasets in the palm of your hand. Redesigned with mid managers and location managers in mind, easily keep up with how locations are performing across a variety of measures. With a sleek new design and seamless functionality, the app delivers all the essentials you need while on-the-go.



Customize topline views
+ Areas for Focus



Drill down
Into survey measures



See map + list views
+ Areas for Focus

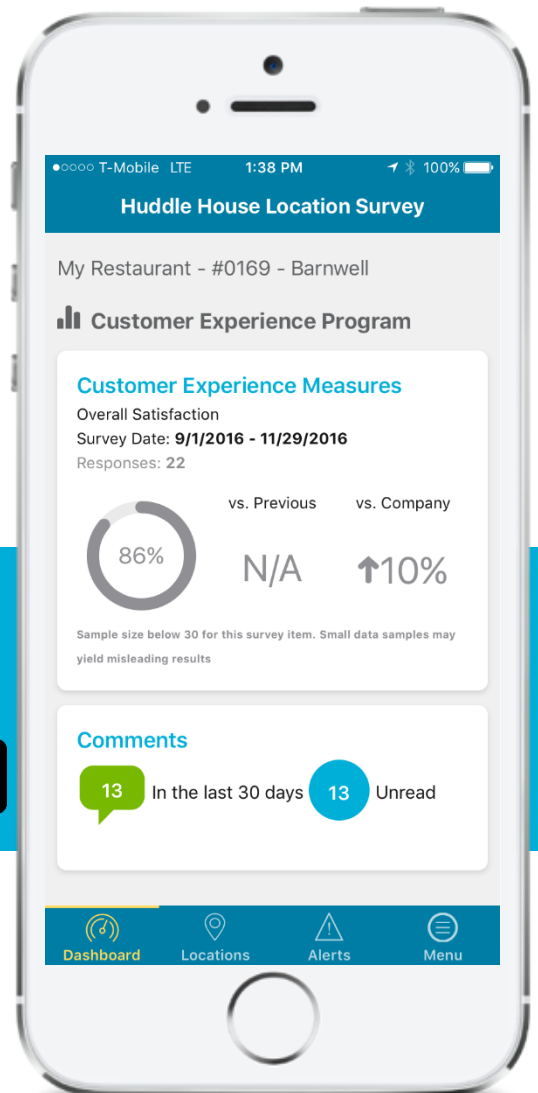


Manage alerts
+ comments in real time



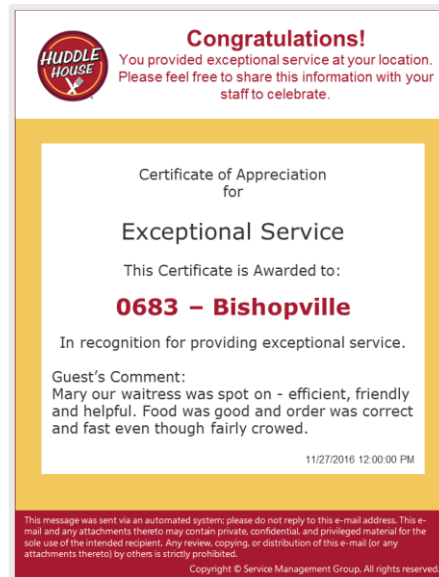
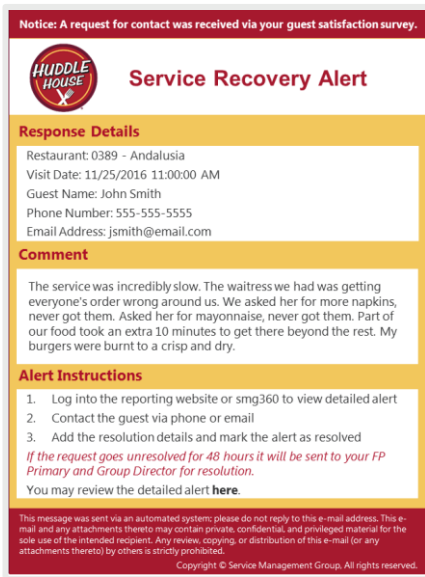
Download Today

Available in the iTunes App Store or the Google Play Store.



Huddle House | Alerts + Notifications

Identify time-sensitive guest feedback based on specific criteria and instantly sends email alerts to the appropriate people in your organization—linking them to the information they need to respond immediately and the tools to track efficient, effective resolution.



How alerts + notifications work:

Service Recovery Alerts

The survey provides the option for guests with dissatisfying experiences to request contact. If they request contact, the system generates an alert email distributed to predefined recipients. The email includes details about the visit, the guest and a link that takes the recipient directly to the alert detail window on the reporting website to view more details. The initial alert recipient has 48 hours to successfully resolve the issue and provide resolution details. If the alert goes unresolved, escalation alert emails will be distributed to upper management. Escalation notifications will continue to be sent until the issue is resolved on the website.

Celebration Notifications

The survey provides the option for guests to recognize staff for exceptional service. If the guest opts in to recognize a staff member, the system generates an email notification distributed to predefined recipients. The email includes details about the visit and guest's comment. Celebration notifications do not require resolution, however sharing them with the staff is encouraged.



Huddle House | Alert Detail Window

The alert detail window displays the guest's visit data as well as his/her comments and contact information allowing you to gather information you need to resolve the issue and close the Alert.

Callback Alert

1 Status: **Unresolved**
Alert ID: 202162448
Visit Date: 2/26/2016 2:51:00 PM
Survey Date: 2/27/2016 2:51:00 PM
Location: 4506 - Indianapolis
3 Name: Bob Baker
Email: user@contactme.com
Note: SMG Alert data is only available for the last 365 days. All Times are Central Standard/Daylight Time

Save To PDF

Alert Message

2 Why Not Highly Satisfied

Although there were many empty tables, we were asked to wait to be seated. This I expect there was not enough wait staff on duty. My steak was med. rare, I ordered med. My wife ordered med rare and hers was close to med. Also, recently we have found a tough vein running through our steaks. We come to this location ten times a year. Mandy is a great waitress.

3 Resolution Details

Emailed the guest and invited back with special offer



4 Mark as resolved

53 / 1000

1 Save Changes

Survey Questions Show Survey

How the alert detail window works:

- 1 Review information about the guest's experience.**
View the location, date of visit + responses to all survey measures.
 - 2 Read the comment(s) that the guest provided.**
Determine the reason for contact and identify a response.
 - 3 Reference the guest's contact information + contact the guest.**
Fill in the resolution details (e.g., steps used towards resolution, guest response, etc.)
 - 4 Mark the alert as resolved after successful resolution.**
Add additional notes after resolution if more follow up occurs/contact with guest.
-  **TIP: Access the smg360 app to easily view + resolve alerts any time, any where.**
Click the alert icon  at the bottom of the app + select the unresolved alert.



Huddle House | Comment Card Guide

Program Name	Voice of the Customer
Vendor Partner	SMG Service Management Group
Survey Access	Comments.HuddleFeedback.com
Scoring	NA Feedback Categories
Helpline	866.895.0280



How the survey works:

Guests visit HuddleHouse.com and select 'Contact us' to provide unsolicited feedback. On the contact page, guests may select 'Click here' and receive a brief survey about the feedback that they would like to provide. General feedback may be provided or the guest may provide feedback about a specific restaurant visit. Upon survey completion, alerts will be generated at the store level and follow the same distribution cadence as the location survey. Guests will not receive an incentive at the conclusion of the survey.



Types of survey questions:

Type of Feedback	Category of Feedback	Product	Service	Environment
<ul style="list-style-type: none"> • Compliment • Suggestion • Complaint • Question 	<ul style="list-style-type: none"> • Product • Service • Environment • Vendor Inquiry • Gift Cards • Huddle Up Rewards • Franchise Sales • Media Inquiry 	<ul style="list-style-type: none"> • Quality • Availability • Value • Accuracy 	<ul style="list-style-type: none"> • Speed • Friendliness • Availability • Accuracy 	<ul style="list-style-type: none"> • Cleanliness • Music • Layout

Huddle House | Comment Card Dashboard

The location manager dashboard provides clear answers to your most pressing questions:

To access the dashboard: visit smg.com and use the same credentials as your location dashboard; select the preferred dashboard from the 'Sites' dropdown

Use the dashboard to keep tabs on important metrics:

Compliment/Suggestion/Complaint

- See real-time comments from guests who left an online comment about your location
- Hover over "(More)" to read longer comments

Alerts

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- Understand the reasons behind issues and track to resolution

Favorite reports

- Access pre-defined reports on the measures that matter most in the top toolbar
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