

# "CONNECT WITH YOUR CUSTOMERS"

Kern Halls  
MeTEOR Cafeteria Optimization Consultant



# BACKGROUND...then.

- ❑ United States Navy
  - ❑ Culinary Specialist
- ❑ Walt Disney World
  - ❑ Managed \$18M in sales
- ❑ Orange County Public Schools
  - ❑ Senior Manager
  - ❑ Marketing, special projects
  - ❑ Managed 23 High Schools
- ❑ 18 of 19 schools in Red
- ❑ 22 of 23 in Black



Increased HS participation by 46% in three years

# WHAT INGENIOUS CULINARY CONCEPTS DOES...



“We help public school cafeterias  
improve the products & services they  
provide to students.”








OUR SERVICES





# PROFESSIONAL DEVELOPMENT



# CONSULTING/SIDE-by-SIDE COACHING SERVICES

## CONSULTING



# MARKETING & PROMOTIONS



# CAFÉ REDESIGN



## **TOP TWO REASONS FOR CUSTOMER LOSS**

1. Customers feel poorly treated.
2. Failure to solve a problem in a timely manner.



## FACT



91% of unhappy customers will not willingly do business with you again.

## THE BRIGHT SIDE



Resolve a complaint in the customer's favor and they will do business with you again **70%** of the time.

**GREAT SERVICES**

**TOP NOTCH**

**SUPERFINE**

**I AM HAPPY**

**SUPERB**

**HIGH QUALITY**

**EXCELLENT**

**IMPRESSIVE**

**FIVE STARS**

**PERFECTLY**

**VERY GOOD**



# Ways Technology Has Changed Since We Were Kids (Huffington Post)

[http://www.huffingtonpost.com/2014/04/04/how-technology-has-changed\\_n\\_5045292.html](http://www.huffingtonpost.com/2014/04/04/how-technology-has-changed_n_5045292.html)

**Passing notes has gotten a little easier... but gone is  
the thrill  
of covert note delivery.**



Polaroid cameras were the closest thing to instant access to your photos...



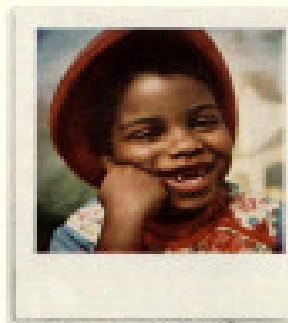
How good is it?

## Decide for yourself. Let's start with close-ups.

©1974 POLAROID CORPORATION  
"POLAROID" AND "SX-70"



*Look at the difference. Most cameras cannot get closer than 3 feet. They get a little face and a lot of background. With the SX-70 Alpha I, that little face fills your picture.*



exposures up to 14 seconds, even "fill-flash" for difficult daylight shots.

(This camera balances flash with daylight—and a unique monitoring system even makes corrections while the flash is firing.)

You do nothing but focus, frame and shoot.

The sharp, clear, SX-70 color develops in minutes, and you can display these pictures anywhere.

Polaroid's locked-in color dyes are among the most fade-resistant ever known in all photography.

How good is it? With the SX-70 Alpha I Land camera, even beginners can get pictures they never thought of attempting before.

And when you're through, this slim, leather-wrapped camera folds to only about 1" x 4" x 7". Just drop it into your pocket.

We got this remarkable picture from less than one foot away with an SX-70 Alpha I Land camera. Other cameras couldn't do it without a special lens.

And because this is a single-lens reflex system, you view that face right through the picture-taking lens. You know just what you're going to get because you see it just as the lens sees it.

The SX-70 Alpha I is also motorized. You can catch action sequences of this little girl skipping rope almost as fast as you can press the button!

Conventional cameras equipped like this could easily cost over \$1,000. The SX-70 Alpha I makes it possible for \$233.\*

This system makes unusual shots like this close-up easy for everyone. Because the SX-70 Alpha I does the photographic thinking for you, you're free to concentrate on the picture in your mind instead of the camera in your hand.

SX-70 Alpha I electronics set all exposures automatically. Daylight, flash, time

## Polaroid's SX-70 Alpha I



\*Suggested retail price.

The only folding single lens reflex camera in the world.



## Video games...

Atari 2600





# The way we watched movies...



**We love taking all our music with us everywhere... but we miss the joy of hitting the rewind button.**







# GENERATIONAL GAP











# IT'S A NEW DAY

- Our world today has created savvy consumers.
- How you reach your customers has changed.
- What worked 20,10, and in some cases even 5 years ago, may not work today.
- Technology vs. Meal tickets.
- We have to figure out what makes them tick.

# FEEDBACK





## GET TO KNOW US!

- ☐ Visit our tables daily.
- ☐ Listen.
- ☐ Take action.
- ☐ Involve us.
- ☐ Ask questions.
- ☐ Show us you care!



# GATHERING FEEDBACK FROM CUSTOMERS

- ❑ Successfully utilizing customer feedback is a ***must*** for any business.
- ❑ Feedback can help **guide** your decision-making and point out subtle **tweaks** that may **benefit** your product.
- ❑ Getting a handle on how customers **view** your product and service is **invaluable**.

## Before you start, consider:

- What part of the customer experience do you want to improve?
- What will you do with the data you collect?
- *Which channel works best for your goals?*

# SAMPLE FEEDBACK CHANNELS

1. Electronic Surveys
2. Focus Groups
3. Suggestion Box
4. Talk to students directly/face-to-face
5. Thru direct comments or mentions on social networks



# SAMPLE FOODS

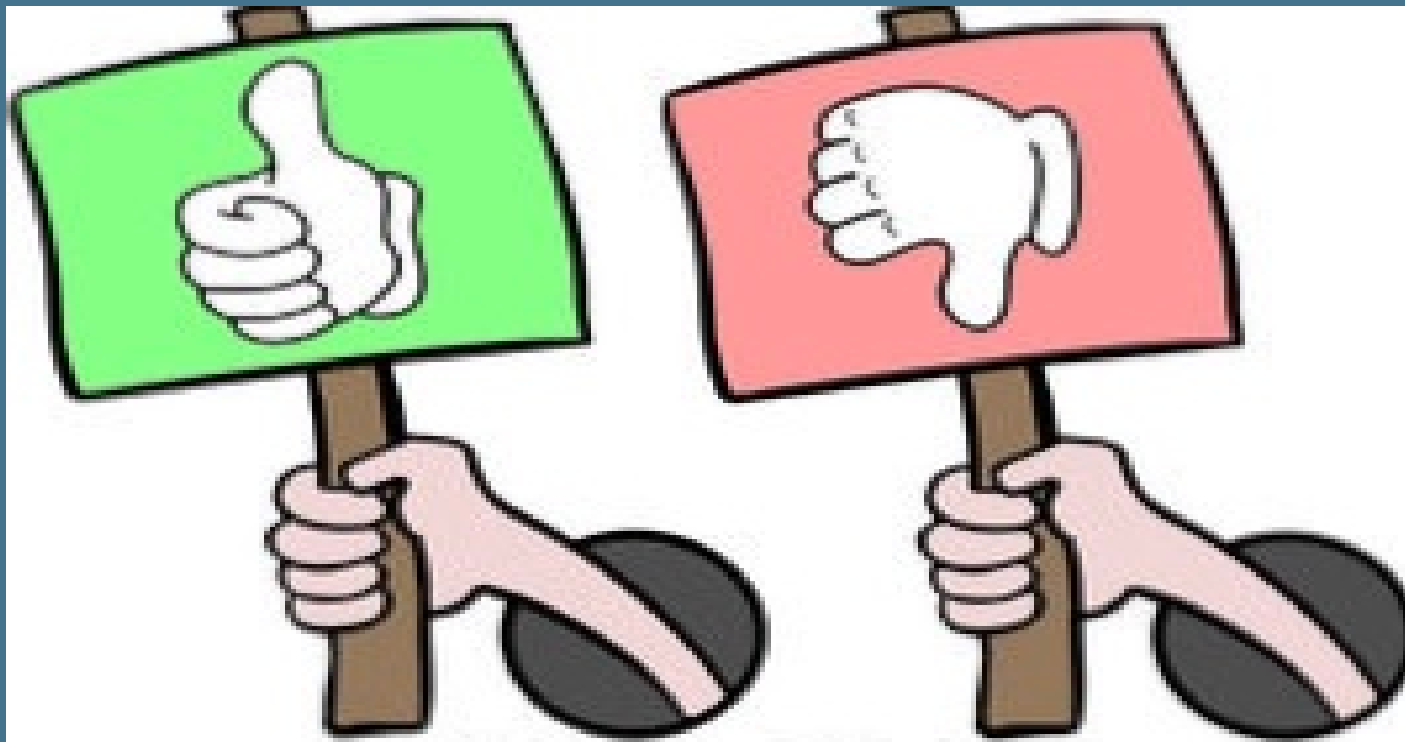




# TASTINGS

- ❑ Sample meals
- ❑ Not on the same day.
- ❑ Students make their mind up ahead of time.
- ❑ Ex. Sample Friday's meal on Wednesday.
- ❑ Popular establishments practice this daily.

# HOW TO TASTE TEST

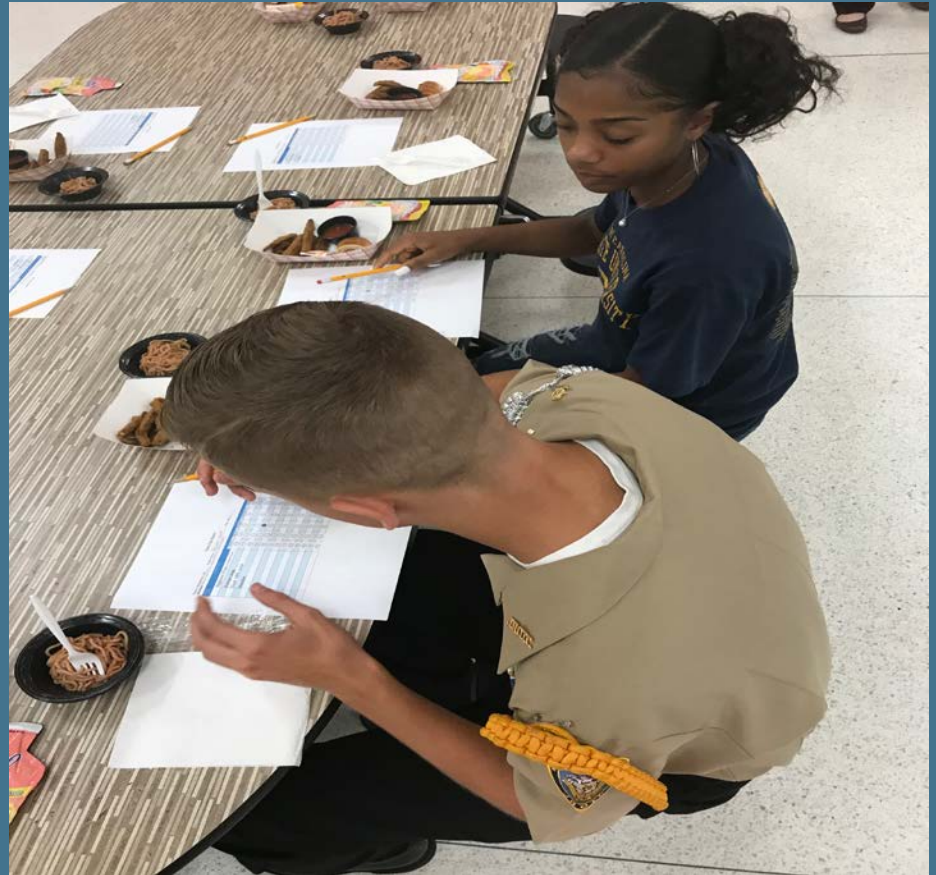


# STUDENTS/PRODUCT





# STUDENTS/PRODUCT



# COLLECT DATA

Product: Zucchini Fries



BAD

1



NOT BAD

2



FAIR

3



GOOD

4



VERY GOOD

5



**WHO CAN HELP?**







# CAFE OPERATIONS



# CARTS

- Acts as an additional line.
- Some students will NEVER go through the regular line.
- But they will purchase an item from a cart in the dining room.





# MOBILE FEEDING















# PATTERNS

- Parents and students utilizing Uber Eats.
- Parents order it to front office.
- Students in secondary schools order it and grab it over the fence.
- Or a student makes a run.



# Menu

## ❑ Menus

- Daily and future menu options visible (to all students).
- Meal offerings are shared with various stakeholders.
- Most students do not know what's on the menu.

## ❑ Staff Recommendations

- Staff makes menu recommendations.
- Suggestive selling techniques are utilized.
- Fresh fruits and vegetables are highlighted.
- Labels and signage are used to identify food.

*“Students guide menu development.”*



# PACKAGING

- You have to INVEST--in order to GENERATE revenue.
- Upgrade from sporks to black cutlery.
- From white five compartment trays to black five compartment trays.
- Or go GREEN with biodegradable trays.
- We have to compete with retail establishments to win our customers over.





# TRENDS

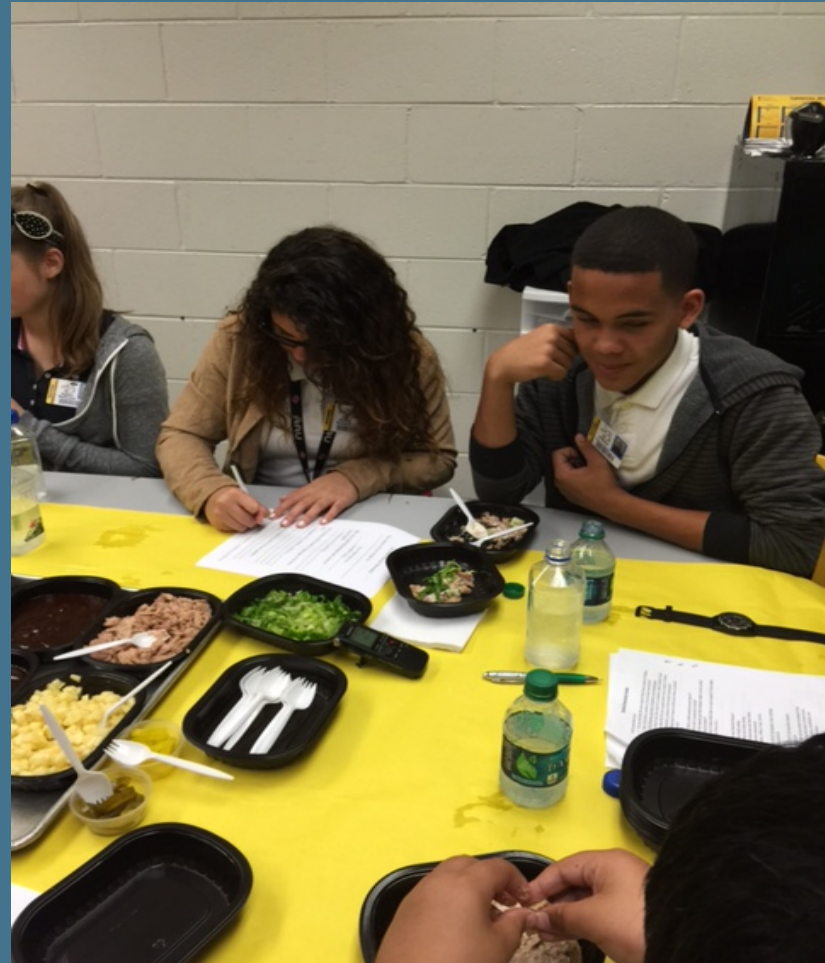
- Ethnic menu items (Asian, Indian, Latin)
- Wing Bars
- Yogurt parfaits
- Non traditional fruit offerings (Dragon fruit, Kiwi, Berries)
- Bowls and “Build-Your-Own” (sandwich, salad, etc.) stations are popular concepts...not to mention a great way to increase fruit and vegetable offerings!





# MENU CONCEPTS

- Working with student groups to develop menu options.
- Taste testing utilizing a rating scale.
- Food Shows/Festivals
- Utilizing students to name products on the menu.



# WEEKLY STUDENT SPECIALS

- Keep students off balance.
- Gives them options to save money.
- Change offerings weekly.
- Notify them via app or morning announcements.
- Ensure product is GREAT!



# BUILD YOUR OWN CONCEPTS

















# SCHOOL NUTRITION CHAMPIONS



# COMMUNICATION





A close-up photograph showing a pair of hands holding a brown, textured paper envelope. The envelope is open, and a white card is partially visible inside. The card has the word "Thanks" written in a gold-colored, cursive script. The hands are positioned on the left and right sides of the envelope, with the fingers visible. The background is a dark, textured surface.

*Thanks*





# CAFÉ ATMOSPHERE





# MIMIC RETAIL ENVIROMENTS



# STUDENT INVOLVEMENT





# CAFÉ ATMOSPHERE: BEFORE





# CAFÉ ATMOSPHERE: AFTER



# CAFÉ ATMOSPHERE: BEFORE



# CAFÉ ATMOSPHERE: AFTER





# CAFÉ ATMOSPHERE: BEFORE



# CAFÉ ATMOSPHERE: AFTER





# CAFÉ ATMOSPHERE: BEFORE

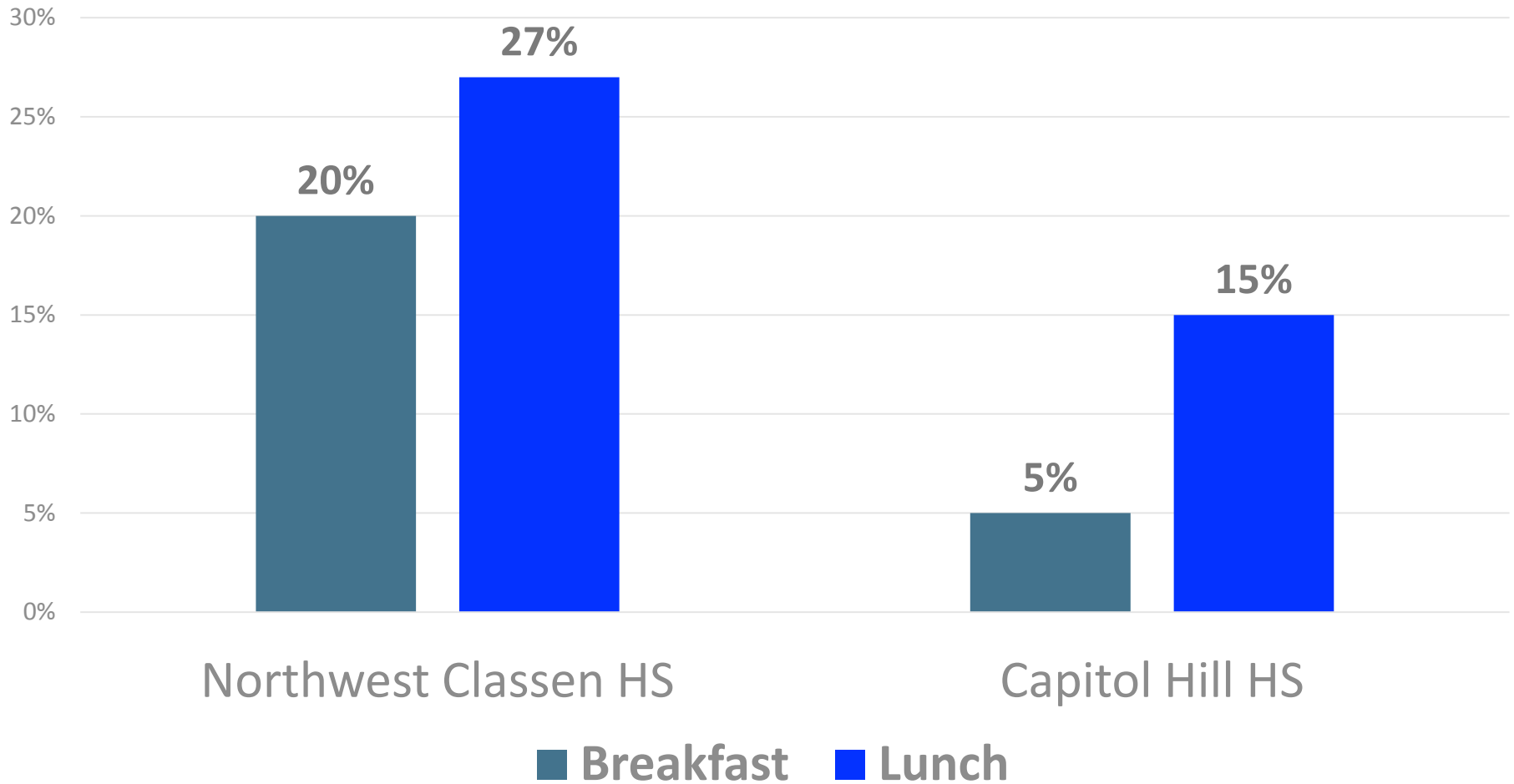




# CAFÉ ATMOSPHERE: AFTER

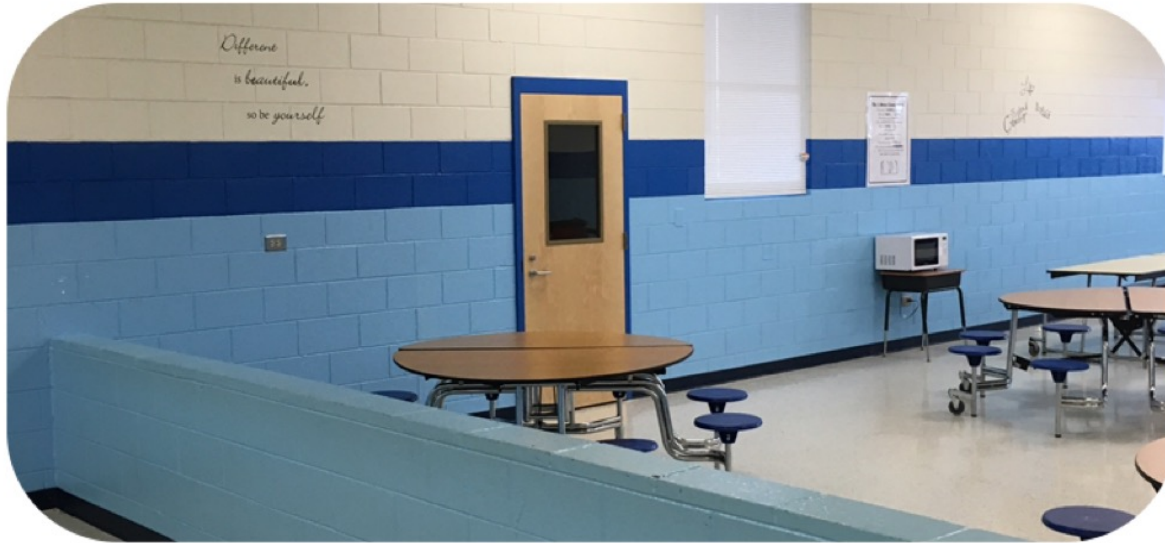


# OKLAHOMA CITY PUBLIC SCHOOLS



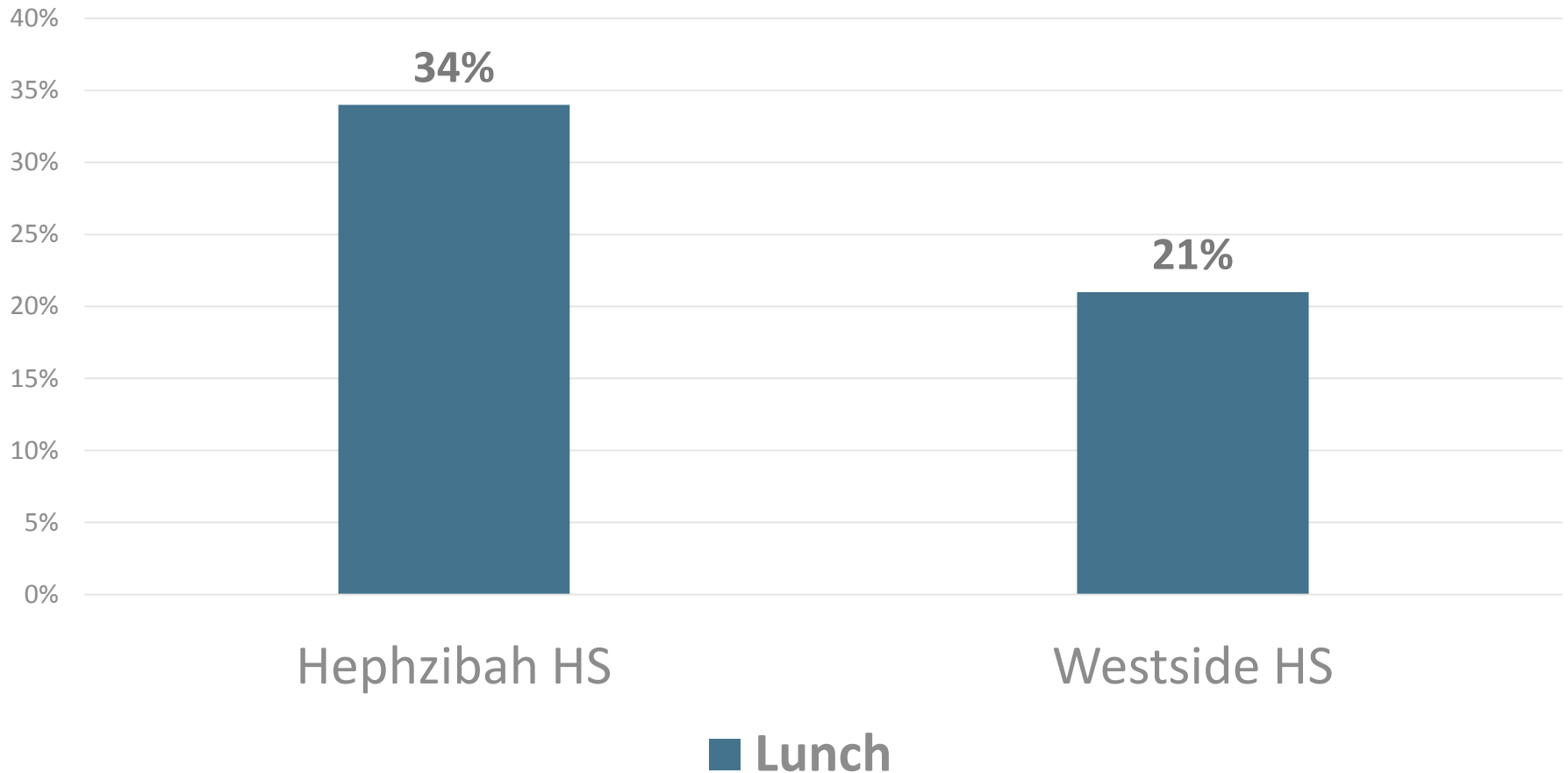
INCREASED SALES AT THE OPENING OF SCHOOL  
AND THEY HAVE SUSTAINED

# CAFÉ ATMOSPHERE: SEATING AND DESIGN





# RICHMOND COUNTY NUTRITION SERVICES



INCREASED SALES IN LESS THAN 45 DAYS



# RESULTS OF EFFORTS

## food MANAGEMENT.



NEWS & TRENDS > K-12 SCHOOLS

### Transformative revamp leads to big-time changes at Georgia school district

Rebranded cafeterias, spiffed-up servingware, dialog cues for staff, group texts to students, taste tests and more are ways Richmond County School Nutrition Services is increasing participation.

Tara Fitzpatrick | Feb 6, 2017

Focusing on several key areas that make up the school food experience, Richmond County School Nutrition Services (RCSNS) in Augusta, Ga., has

MANAGING YOUR BUSINESS > GENERATING REVENUE

### 5 low-cost changes that helped a K-12 district boost participation fast

By Dana Moran, Managing Editor



When Kelly Schlein, nutrition services director for Richmond County School System, joined the district at the start of the 2015-16 school year, she faced an unappealing landscape.

Communication between staff and students at the Augusta, Ga., school district was poor, uniforms consisted of hospital scrubs and cafeterias "looked like a prison cell," she says.

"I was like, well, this is not a fun place to be," she says. Schlein and her staff, who, like her, were hired in the past two years, wanted to wipe the slate clean and start fresh. Read on about a few stealable, cost-effective changes they made to boost student satisfaction.



# PARTNERSHIP



COLLABORATION



PERFORMANCE



PLAN



TEAMWORK



SYNERGY



SUCCESS



WIN-WIN





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