Active Food Safety launches free tool to help restaurants during pandemic

Sarasota, FL – Active Food Safety has launched a free app to help keep restaurants safe during emergencies, such as during this unprecedented pandemic. EmergiProtect® – sponsored by GOJO – keeps critical safety & wellness management at your fingertips to help retail food service, sales managers, and operators prevent foodborne disease outbreaks while protecting their business, including guidance on:

- Performing Employee Wellness Checks for signs and symptoms of illness.
- Excluding employees from work and when to allow employees to return to work, including those deemed as Critical Infrastructure Employees.
- Properly performing germ mitigation using personal hygiene and environmental contamination controls.
- Responding properly to a customer illness complaint, including allergies.
- Preparing for power outages and managing the safety of your food after an unexpected power outage.
- Responding to body fluid spills.
- Managing restaurant operations after a boil water notice by your health department.

"Restaurant management and operators may spend a lot of time developing robust food safety plans, but it won’t be effective unless your on-site team rapidly executes that plan," said Hal King, Ph.D., CEO, Public Health Innovations.

SipScience gathers bar and restaurant consumer behavior data amid COVID-19

SipSciene, a national data analytics hospitality company for consumers, bars, and restaurants, recently launched its latest data research — with several questions including, "What actions would ease your quarantine."

"I have concerns about exchanging money when paying at a bar and/or restaurant." "I plan to go to bars with the same frequency as I did prior to the quarantine."

About SipScience: SipScience is a data analytics hospitality company that provides a first to the world picture about what is happening inside bars and restaurants to consumers, alcohol venues and brands can modernize their experiences.
Becoming a brand your customers fall in love with

In order to gain customers—and keep them for life—you’ve got to do more than introduce them to your brand, business, or product. You’ve got to make them fall in love with it.

Experts say that before you devise any strategy, find out what you can do that will entice customers to come back to you again and again and talk about their experience with their friends. As Walt Disney said, “Do what you do so well that they will want to see it again and bring their friends.”

Be Convenient. Understand your customer’s lifestyle and adapt to it. People love convenience. We love to be able to stop in the evening and go to the bank on Sundays. Brand we love: Metro Bank-London

Offer dazzling Customer Service: 73% of customers love a brand because of friendly customer service. It’s okay to charge a bit more for your product if you can provide solid value for the extra dollar spent. Remember, customer service doesn’t cost, it pays. Brand we love: Apple

Be obsessed with your product or service: People love quality brands because they know what they are going to get. Stand behind your product and services and support customers because you truly want to help them. When companies are interested in helping their customers the results are more profitable in the long run and they will spend significantly more money. Brand we love: Amazon

Provide consistent Quality: Employers are proud to work for a company with a leader and senior managers who support quality service and prove their support with their actions. The service must be noticeably better than service provided by anyone else. Brand we love: Disney

Cater to Your Customer’s Heart: Many customers prefer a brand just because it is contributing to charitable projects. If you have some spare dollars to spend and a noteworthy project you’d like to support, this may open the path to your customers’ hearts.

Customers love your brand much more when you give to others and include them in the process. Brand we love: Starbucks

Solve A Common Problem: Many times we find ourselves saying, “Why didn’t anyone think of this sooner?” Make your brand stand out in innovation, address a typical problem and provide a once-and-for-all solution. Brand we love: Uber

Protect The Environment: Lead official campaigns to protect the planet. Let your customers know that you are doing something, and that they are part of this effort, too. Engage them, educate them, lead by example and head for a greener future together. Brand we love: GE

Guarantee Faster Service: Time is money. If your company has the means and resources to be the fastest, then this may be a way to make your customers fall in love with your brand. Exceed expectations and deliver your services and products in record time. Brand we love: Fedex

Talking to and listening to the customer. Not just disgruntled customers but happy ones also share their experiences, with their friends. It is an important way to influence them to spread positive words about your business. Be vigilant, zealous and addicted to the customer experience. Brand we love: Stew Leonard

Many customers may be tempted and follow another brand for a while, but if they love your brand for more than just the products you offer, they will never leave. When you make customers fall in love with your brand – the sky is the limit. Just ask the leaders!

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Getting your customers to see you as the only one that provides a solution to their problem involves everything you do—and everything you choose not to do. It communicates the value and character of your brand... even the little things matter. The messages, the way you conduct conversations, when you send email messages, the way you handle complaints, the convenience you offer and the relationship you cultivate with your customers... it’s all part of the message you are sending about your brand.

Your brand resides within the hearts and minds of customers, clients, and prospects. It is the sum total of their experiences and perceptions.

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