



## CUSTOMER COMMITMENT PLEDGE PROGRAM

By John Hyde

Last month, the *Customer Commitment Pledge Program* (CCPP) was introduced to all of our franchisees. The program, intended to support the goals of the 2015 Strategic Plan, aims to increase in-store customer satisfaction and frequency of customer visits. This program should be readily embraced for what it offers the franchisee – an opportunity to increase store profitability. The 2015 Strategic Plan endeavors to increase store profitability by \$1000 a week. In other words, this puts an additional \$52,000 a year in your pocket for each store that you own. The CCPP is an important part in reaching this goal. We know that we have a significant opportunity in improving the customer experience. The Frito Lay Secret Shops, Sand leman Studies, Customer Comment reports and the analysis conducted in order to develop the 2015 Strategic Plan all lead us to this conclusion. We ask that all franchisees sign the Customer Commitment Pledge Form and implement the six areas outlined below. If we can get full participation in the program, we can improve the overall quality of our customer service and the physical appearance of stores in each SFAFT market. Please make sure that you print out and sign the Pledge Form that was sent to you. Your field consultant will pick these up and keep them on file. Below are listed the six areas of the program.

### The Pledge

The Customer Commitment Pledge Program consists of 6 areas:

1. Full implementation of the University of Subway Store Level Learning Ladder
2. Full utilization of the 4 R's Training Guides for all staff training
3. Full execution of IPC's [www.mysubwaycareer.com](http://www.mysubwaycareer.com)
4. Full participation in FWHQ's new Customer Experience System
5. Putting proactive systems in place by utilization of Equipment Preventative Cleaning & Maintenance Charts, Cleaning Charts and Shift Duty Charts
6. Holding regular team meetings to train store level staff on new programs and products and communicate effectively with managers.

Please make sure that you are familiar with the program

before you sign the Pledge Form. All franchisees that sign the pledge form must abide by all six areas. If you are not serious about following all the facets of the program, please do not make the pledge or sign the form. Positive change will only happen with a thorough understanding of the material and a commitment to follow the program according to how it is outlined. Many of these items have already been or should have already been implemented at the store level. In fact, the Pledge is very simple. It brings together processes and programs that most franchisees are currently using. These six areas are essential in reducing customer complaints and rectifying operational inconsistencies.

As a franchisee, it is up to you to put all six areas into place. However, it is up to your managers and sandwich artists to follow the guidelines of the program. In the end, it is their hard work, dedication, and training that will make the program successful. Therefore, I ask you to challenge your employees to follow all the tenets of the program. One way that this may be accomplished is by having a Pledge



agreement between you and your employees. They can sign the Pledge Form and make a commitment to completing University of Subway Courses, following preventative maintenance and cleaning schedules, and abiding by the highest standards of customer service. The franchisee will need to empower his/her employees so that they have the power to respond to any customer concerns or complaints while the customer is still in the store. At the same time, the franchisee should have a system in place to reward those employees that follow the program (movie tickets, a paid holiday, etc). With their training and your support, this should help reduce the number of complaints received by FWH. Ultimately, this will incrementally increase the level of customer satisfaction and the frequency of store visits, strengthening our competitive advantage in each market!

The benefits of the system are clear. For a small investment in time and training, you have a simple system that is easy to set up, easy to manage, and one that will pay dividends as we strive to reach our 2015 Strategic Goals. It would be a shame if we passed up on this opportunity as the future returns for such an investment are quite sizable.

# HELP MAKE MORE MONEY & SALES FOR BETTER PROFITS

By Francis Santamaria

**I**n view of a shrinking economy, SDC now requires Business Consultants to analyze the stores Help Make More Money/Sales report during our monthly visits to assist franchisee maximize profits. This report will now be a part of the store evaluation and I think this is a good time for a brief overview.



The Help Make More Money/Sales web site is basically a Profit Building Tool available to benchmark your performance against results from other stores within your market, and then identifies necessary steps you can take to reduce cost, and improve sales.

"There are several tools available on the HelpMMM/HelpMMS Web site to assist you to

- *Make More Money* identifies where your best opportunities are to increase profits, including labor efficiency versus open hours, sales and units sold; top three ways to make profit improvements; and store usage versus operational targets for breads, cheeses, napkins, etc.
- *Make More Sales* identifies where your best opportunities are to grow your top line, including sales per unit sold, footlong versus 6in analyzer, sales of meals, and the tops three ways to increase annual revenue.
- *The new My Reports* button leads you to a variety of helpful new reporting options."

In a snapshot you have identified ways to Make More Money, area of Profit Potential and how much money you can save.

## Now let's look at the detail by item

1. By using Help MMM/MMS One Pager and Top 3 KPIs you have a great way in identifying the profit and sales potential
2. Next identify the probable issues
3. Review related paperwork to analyze the issue
4. Check the current trend and create an action plan that helps solve the problem for the long term.

## Examples of areas to Reduce Cost

- Products with High Usage: Lettuce/Tomato/Olives/Onions
- Probable Issues: Over portioning / Waste / Purchases inaccurate
- What to Review: WISR/ Invoices

- Check the current trend and create an action plan that helps solve the problem. Example: Utilize the University of Subway as a training tool for staff.

## Example of areas to Increase Sales

- Factor/12" to 6" Ratio very low compared to the market.
- Probable Issues: Low 12:6" Ratio / Poor Suggestive Selling skills, 12" prices too high.
- Review Service & Suggestive Selling practices. Review Menu Prices
- Check the current trend and create an action plan that helps solve the problem. Example: follow recommended pricing.

## Units sold/Labor Hour very low.

- Probable Issues: Underreporting / Over scheduling
- Review: Control Sheet / Payroll schedule / Review Videos
- Check the current trend and create an action plan that helps solve the problem. Example: Use Sub Shop Scheduler on the POS to attain a Productivity goal of 10.

## High Bread usage

- Probable Issues: Bread counts / Waste / Purchases inaccurate
- WISR / Invoices
- Check the current trend and create an action plan that helps solve the problem. Example: Prepare a Bread Usage Chart to minimize waste.

To sum it up, this site is an excellent resource, for identifying areas that needs improvements, and where and how you can increase profitability.

These reports should be printed out weekly and reviewed with employees at staff meetings.

You can access the Help MMM/Help MMS Web site via SUBWAY Partners™ at <https://partners.subway.com> » hover on Restaurant Operations » select Help MMM-MMS (Click here to access the site). You may also go directly to [www.helpmmm.com](http://www.helpmmm.com) where you will be prompted for your SUBWAY Partners™ login information. There is a University of Subway course available to guide you in using the Help MMM/Help MMMS Web site. Log on to the University of Subway » Course Catalog » All Courses - English » How to Use [www.HelpMMM.com](http://www.HelpMMM.com).

The Mid-Atlantic News is published monthly by Subway Development Corporation of Washington and is available on line at [SubwayDCW.com](http://SubwayDCW.com). All issues of this publication are confidential and intended for the use of Subway Franchisees and Employees Only. Comments, questions, concerns, or ideas for future articles are welcome and can be submitted directly online.

# STOP HANDWRITING FOOD LABELS TODAY WITH PREP-PAL!

By Jamie Close

**W**hat are some complaints that you have with how you label your prep? Maybe that your employees take too much time on handwriting labels, maybe that they write the incorrect time and date, maybe it isn't legible, maybe the labels are so difficult to wash off because of the residue? What if I was to tell you that all of this can be eliminated with the use of Prep-Pal™?

Prep-Pal™ is a patent-pending, automated software/hardware solution for food and prep labeling. The software stores your prep list, product names and expiration information. Just enter your employee names, making daily prep quick and easy. Categories help you quickly find the item you're looking for. The product expiration time is automatically calculated by the customizable software, eliminating guesswork and increasing accountability.

Print one label at a time or multiple labels in seconds. Print custom labels, for example "Use First." Prep-Pal comes pre-programmed with

the Subway Prep List.

All you have to do is plug in the printer (via usb) and start printing your labels...ready to use out of the box. The system is competitively priced to other automated labeling systems, and offers lower label costs, ink-free printers, and easy-to-use program which are second to none.

It takes about 15 times longer to handwrite a prep label than it takes Prep-Pal to print an easy to read label, and buying multiple stock labels can be costly. Front-of-house or back-of-house, Prep-Pal™ will save you time and Money!

Now to the labels! The labels come in many different sizes and adhesive types. The sizes come in 1x3", 2x2" and 2x3" labels (ask your sales rep for exact dimensions) and four different adhesive types, from water-resistant and residue-free, to permanent labels. Prep-Pal™ states



that their prices cannot be beaten. With their Auto-Shipment program, you can receive discounts on your monthly label orders. Prep-Pal™ can customize the format of your labels. Mix and Match label fields to create the perfect label for you. Choose from product name, description, employee name, prep time and date, and expiration time, date, and day. The choices are completely up to you!

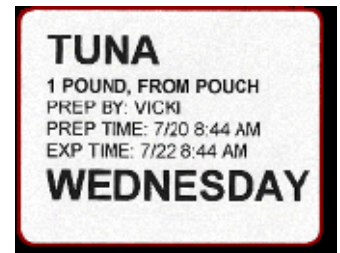
## The Prep-Pal includes:

- Prep-Pal™ 2.0 software for POS or Windows
- Thermal printer
- Complimentary roll of labels (500 labels per roll)
- Power cord
- USB cable
- Quick-Start guide
- Prep-Pal Software customized with Subway food prep data pre-loaded
- Phone-based training with Prep-Pal™ expert
- Monthly tech support plans are available



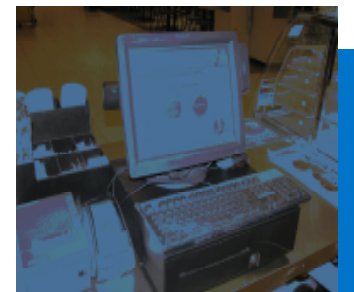
## Benefits of Prep-Pal™

- Prints up to 71 labels per minute
- Increases Productivity
- Boosts health inspection scores
- Eliminates human error
- Improves food cost
- Reduces excess food waste
- Customizable food prep list
- Ready to use with easy set up



Ready to automate your food labeling process?

Please give Prep-Pal™ a call at 321.676.3194 or [www.preppal.com](http://www.preppal.com) \*\*\*Mention this article with your purchase and receive a FREE roll of 500 labels!\*\*\*



# VALUE AND OPPORTUNITY

**V**alue is defined as the “intrinsic value or worth” of a product or commodity. That is what many customers are looking for today in a world suffering from high unemployment and pressure to make ends meet. Opportunity is a “favorable juncture of circumstances.” 2010 is looking like the year where these two have a prime chance to work together.

The Subway advertising platform offers customers three messages: indulgence, health and value. Likewise, other QSRs are also offering value messages --- 7 of 9 McDonald’s commercials are value-related, while 3 of 4 Wendy’s commercials are value-based. This can make for a competitive market to draw customers to your store. According to a recent Fitch Ratings report, restaurants will most likely maintain a cautious stance on pricing as consumer spending remains weak. They also believe that the QSR segment is better positioned to withstand the difficult environment because of lower relative prices and the offering of more premium items. This increases the idea of “value” to the consumer.

However, it is important to note that although the message of value will continue to be an emphasis throughout 2010, consumers are looking for a variety of things, not always just the lowest price. As mentioned earlier, they want something of “worth.” It is the Subway family’s responsibility to see that they get this.

In addition to offering customers competitive pricing, they want to come into a store that is clean. No one wants to eat in a dirty

store, regardless of the price. Stores must sparkle and be inviting to the customer. Cleanliness is something not to be sacrificed.

They also want employees to be friendly. No one wants to suffer a rude person who can hardly wait to be done with them. Employees must be friendly, concerned and helpful to customers if they expect them to return. Motivate employees to be friendly -- offer incentives to them to make sure they offer the best customer service possible. Your field consultants can offer some ideas for this if you need assistance.

Convenience is also important --- quick service is also a priority for many customers. They like to come in and get what they want quickly so that they can get back to their jobs or families. Don’t sacrifice labor, particularly at lunch and dinner times. People will remember waiting in lines and will not look back fondly at it.

As Subway continues to broaden the menu, it is vital to strengthen formerly weak dayparts, such as breakfast. Enhanced breakfast and beverage offerings should be looked at as an opportunity, not a burden. Lengthening store hours is an opportunity to reach more customers, not a “crazy idea.” Expanding catering possibilities is an opportunity, not something to be done haphazardly.

A new year offers many things, including challenges and opportunities. It is your responsibility as a franchisee to take those challenges and turn them into opportunities for your stores. Grab those new initiatives and make them one more niche to make your store the one everyone wants to go to. Offer your customers not only value, but “worth” of products.

congratulations

to the following franchisees who have purchased an existing store, opened a new store or purchased a franchise in November 2010!

**OPENED A NEW STORE:**

Sandra Tsanganelias & Mohammad Siddique	49475	Fairfax, VA
Howard Johnson	41258	Newark, DE
Adel Labib	34413	Hancock, MD
Bipin Vyas	46886	Virginia Beach, VA
Rabah Suwan	47465	Washington, DC

**PURCHASED AN EXISTING STORE:**

Amandeep Hundal	36878	Queenstown, MD
Nicholas Gomes & Thomas Gomez	47515	Rockville, MD

**PURCHASED A FRANCHISE:**

AAFES	Langley, VA
-------	-------------