

BoomBozz New Menu Rollout - Service Guide

Guide Contents:

1. Customer Engagement
2. Order Accuracy
3. Upselling and Specials
4. Handling Discontinued Items
5. POS Best Practices
6. Feedback Collection

1. Customer Engagement

- Greet with Enthusiasm: First impressions are key. Start each table interaction with a warm, genuine greeting, making guests feel welcome.
- Knowledge of New Items: Familiarize yourself with the new menu items, especially popular additions like the Calabrian Chili Honey Wings and Penne alla Vodka. Be ready to describe flavors, ingredients, and ideal pairings confidently.
- Personalized Recommendations: Suggest new items based on customer preferences. For example, if a customer enjoys spicy flavors, introduce them to the Calabrian Chili Honey Wings.
- Highlight Changes: Mention items that have been upgraded or improved, such as the option to add fries as a side with wings.

2. Order Accuracy

- Repeat Orders Back: For every order, repeat it back to the customer to confirm accuracy, especially when dealing with customizations or substitutions.
- Double-Check New Items: Ensure orders for new menu items are correct, with special attention to ingredients that may have allergens.
- Communicate Modifications: Inform the kitchen promptly if customers request changes to new menu items (e.g., no prosciutto in the Penne alla Vodka).

3. Upselling and Specials

- Recommend New Add-Ons: Suggest fries as an add-on with wings for a small upcharge. Point out that it's a great way to make the meal more substantial.
- Desserts and Combos: When clearing the main course, offer the Cinnamon Cannoli Stack as a sweet end to the meal. For lunch, mention the new 6 Wings and Fries Combo as a quick, value-driven option.
- Pairing Suggestions: Suggest beverage pairings for new menu items, such as a craft beer with the pizza pies or a refreshing soft drink with the wings.
- Game Day Specials: Emphasize any game day offers or limited-time promotions that align with new menu items.

4. Handling Discontinued Items

- Alternative Suggestions: When a customer asks for a removed item (e.g., Italian Cobb Salad or BLT Wedge Salad), provide similar recommendations. For example, suggest the updated salads or the famous pizza pies as alternative options.
- Positive Framing: Phrase responses positively, such as, "While we've removed the BLT Wedge Salad, our new

Applewood Smoked Bacon salad has been a big hit and might be something you'd enjoy.”

- Menu Familiarity: Be aware of all discontinued items to prevent confusion or miscommunication.

5. POS Best Practices

- Item Verification: Confirm that each new item is entered correctly in the POS. New menu items should be listed with clear names and applicable modifiers.

- Discontinued Item Removal: Ensure that no discontinued items are accidentally ordered. If a customer requests one, refer to the updated menu and suggest similar items.

- Upcharge and Combo Entries: For items like fries with wings, ensure the upcharge is correctly applied to avoid billing discrepancies.

6. Feedback Collection

- Ask for Feedback: Promptly ask customers how they enjoyed new items like the Calabrian Chili Honey Wings or the Cinnamon Cannoli Stack. Let them know their feedback is valued as part of the BoomBozz experience.

- Feedback Log: Note any guest feedback on new items or menu changes in a designated feedback log. Managers will review these logs to make data-driven decisions on future menu adjustments.