

EST. **THE** 2012
THE GROUNDS
COFFEE ROASTERY

THERESE MOUSSA

The Grounds Creative Developer & Stylist

STYLING YOUR POS

Therese first noted that your guest's experience in your space is going to be shaped mostly by their emotional response (80%) and least likely from a logical place (20%), and went on to talk through how you can enhance your POS to appeal to your guest's five senses:

WHAT DO YOU SEE?

Visually, think about lighting, colour, and balance and how you can use these elements to direct your guest's attention to certain products and displays. A few foundational rules include keeping it tidy at all times (no brainer!), layering up props such as flowers and plants to hide your registers, and using signage to help your guests navigate through the space easily.

WHAT DO YOU HEAR?

When it comes to sound, music has a huge effect on the way your guests interact in your cafe or restaurant. At your POS, slower & softer beats will lessen your guest's pace and allow more time to browse through your display items.

WHAT CAN YOU SMELL?

The sense of smell is strongly associated with memory and connects with guests on an emotional level, and it's believed that having a delicious smell in the air enhancing consumer experience by 30%. Think about what can intrigue your guests with, for example: freshly ground coffee, fresh flowers, or chai spices slow cooking.

WHAT CAN YOU TOUCH AND TASTE?

What you place at the register can be used to upsell products or items on your menu. To put your guests at ease, avoid putting items out of arm's reach - keep them in their line of sight. A nice way to promote seasonal items is also to create a small sample tray of food or mini drinks (we offer a daily tasting board of bread and fresh jam in the cafe).

CHANGE IT UP

We always stress the importance of the innovation, and your POS display is no different. Keep your venue feeling fresh by implementing small changes and tweaks. A few examples of how you can do this include changing the pastry display trays, the vases of your flowers, bringing in fresh plants or switching up your signage boards.



RAMZEY CHOKER & KEVIN UPTON

The Grounds Director & The Grounds Business Development Manager

DATA

The concept of collecting and analysing can be pretty daunting when you're first exploring it, but in reality, without it, The Grounds wouldn't be the successful business it is today if it weren't for it.

Ramzey highlighted the three very important ways we use data:

- Daily sales (something that's tracked every. single. day) and a year on year comparison
- Weekly profit & loss comparisons
- Customer complaints (monitored daily and summarised weekly)

If you're looking for a place to begin, Ramzey recommended a business management book from author Jim Collins, *Good To Great - Why Some Companies Make the Leap and Others Don't*.

Kevin went on to share why and how we place such an importance on data. The reality of it is if you don't collect it, you can't analyse it, and without that, it can be very tricky to identify the weak areas of your business that need attention. To collect your data, map out your customer's touch points.

Here are a few ways that we do it, and how your business can too:

RESERVATION DATA

At The Grounds, we use a platform called OpenTable which helps us record reservation details (names, contact details and e-newsletter opt-ins), dining data (when our guests are dining with us and for how long), and also assists us in tracking reviews and monitoring feedback by automatically following up with our guests 24 hours after they've dined.

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SOCIAL DATA

What your guests are saying about you online, ie. likes, messages, tags and reviews is all data! These insights can all be captured and analysed to assess what is and isn't working, and how you can improve your customer's experience.

POS DATA

This one is especially crucial - it's the way you're going to capture the right information to inform your daily sales and weekly profit & loss comparisons. It's a good idea to question whether you're making the most of the system you currently have in place and whether it's giving you the data you want, and if the answer is no, then it's time to look elsewhere.

YOUR POS SHOULD BE DELIVERING DATA AND INSIGHTS INTO YOUR:

- Speed of service
- Highest & lowest sold products
- Average transaction size
- Average spend per head
- Peaks and troughs
- And, whether upselling is taking place

