

5 Pillars of Guest Experience

From Goodness to
Greatness





**We are READY
to SERVE our
GUEST**

**Mission: "Create an overall experience so
consistent and high quality that the guest
never has a reason to look elsewhere."**

**GET THE STAR
TREATMENT.**

My Rewards™ Members access exclusive offers and earn Stars on purchases.



READY - Digital Experience

Accurate and Ready

- **R** – Review the Order- *Check the digital ticket and any customizations*
- **E** – Execute with Urgency- *Prepare the order quickly to standard*
- **A** – Assure Accuracy- *Double check items, condiments, and modifications. Proper bag and tag.*
- **D** – Designated Handoff- *Place the order in the correct pickup or delivery location*
- **Y** – Yield a Great Experience- *Great the guest/driver and confirm the order*

SERVE - Drive Thru Experience

Friendly accurate, winning guest quickly

- **S** — Smile in Your Voice-
Friendly tone when greeting the guest
- **E** — Efficient Service-
Orders taken and prepared quickly
- **R** — Repeat the Order-
Confirm accuracy before moving forward
- **V** — Verify the Order-
Check the bag and drink before handing out
- **E** — Express Appreciation-
Thank the guest sincerely



GUEST - Dining Room

Is a welcoming, prideful Environment

- **G** – Greeting the Guest- *Guest is acknowledged immediately (eye contact, smile, “Welcome to Hardee’s”)*
- **U** – Upkeep & Cleanliness- *Keep all guest areas- lobby, restrooms, beverage bar, entrances an Exterior- clean, stocked and maintained*
- **E** – Environment- *Overall atmosphere feels welcoming and inviting*
- **S** – Speed of Service- *Sense of Urgency, aces in their places, friendly service*
- **T** – Thank You- *A sincere thank you and invite the guest to return*



Product Quality

Perfect Food Every Time

- **Build Right-** *Strictly follow all build charts*
- **Hold Right-** *Follow all production systems and hold times*
- **Serve Right-** *Would I serve this product to my family?*



People - Skilled & Motivated

"We believe in People"

- **Development-** *Build skills through consistent coaching*
- **Accountability-** *Track progress and address gaps quickly*
- **Recognition-** *Recognize excellence to inspire others*



We are **R.E.A.D.Y.** to **S.E.R.V.E** our **G.U.E.S.T.**

Mission: Create an overall experience so consistent and high quality that the guest never has a reason to look elsewhere.

Digital Experience – Accurate and ready (R.E.A.D.Y.)

- R – Review the Order:** Check the digital ticket and any customizations.
- E – Execute with Urgency:** Prepare the order quickly and to standard.
- A – Assure Accuracy:** Double-check items, condiments, and modifications.
- D – Designated Handoff:** Place the order in the correct pickup or delivery location.
- Y – Yield a Great Experience:** Greet the guest/driver and confirm the order.

DT Order Experience – Friendly Accurate Speed (S.E.R.V.E.)

- S – Smile in Your Voice:** Friendly tone when greeting the guest.
- E – Efficient Service:** Orders taken and prepared quickly.
- R – Repeat the Order:** Confirm accuracy before moving forward.
- V – Verify the Order:** Check the bag and drinks before handing out.
- E – Express Appreciation:** Thank the guest sincerely.

Dining Room Experience – Welcoming Environment (G.U.E.S.T.)

- G – Greeting the Guest:** Guest is acknowledged immediately (eye contact, smile, "Welcome to Hardee's").
- U – Upkeep & Cleanliness:** Keep all guest areas—lobby, restrooms, beverage bar, entrances, and exterior—clean, stocked and maintained.
- E – Environment:** Overall atmosphere feels welcoming and inviting.
- S – Speed of Service:** Sense of urgency, Aces in their places, friendly service.
- T – Thank You:** A Sincere Thank you and invite the guest to return.

Product Quality – Perfect Food Every Time

- ★ **Build Right** – Strictly follow all build charts.
- ★ **Hold Right** – Follow all production systems and hold times.
- ★ **Serve Right** – "Would I serve this product to my family?"

People – Skilled & Motivated Team

- ★ **Development:** Build skills through consistent coaching.
- ★ **Accountability:** Track progress and address gaps quickly.
- ★ **Recognition:** Recognize excellence to inspire others.

Hardee's
**FROM GOODNESS
TO GREATNESS™**

SCORING SYSTEM

Points	TXs	Digital %	Complaints	Net Sentiment	Test Store	Points
0	>-5%	0 - 3.99%	>5	<0	FTXs	5
1	-4%	4% - 4.99%		0 - 10	Digital	3
2	-3%	5% - 5.99%	4	10.1- 20	Complaints	5
3	-2%	6% - 6.99%		20.1 - 30	Net	4
4	-1%	7% - 7.99%		30.1 - 40	Sum of all	17
5	0%	8% - 8.99%	3	40.1 - 50	Plaque score	43%
6	1%	9% - 9.99%		50.1 - 60		
7	2%	10% - 10.99%		60.1 - 70		
8	3%	11% - 14.99%	2	70.1 - 80		
9	4%	15%-19.99%	1	80.1 - 90		
10	>5%	>20%	0	90.1 - 100		





Hardee's

POWER BI REFRESHER

Train the Trainer



Hardee's[®]