

The customer queue

Why it's absence can be good!

A successful catering offer will always create *customer demand* which in turn can create *queues*. Although this can be flattering it can be no good for the bottom line. *Through-put* is a fundamental driver of profit.



Commercial Interior Design

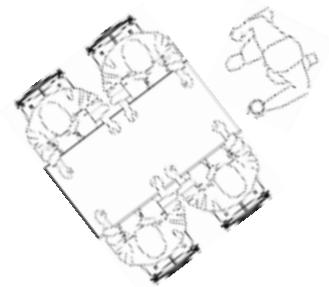
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Catering operations fall into 3 broad categories. Each influences the behaviour of customers and staff which in turn influences how queues occur.

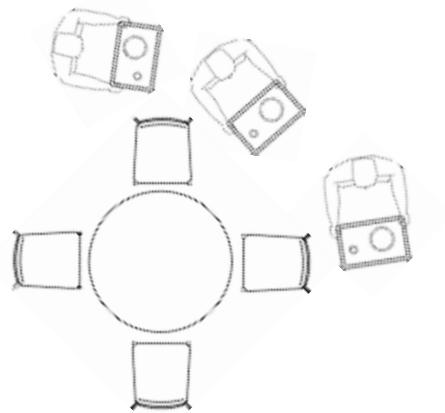
Serviced

Sit around a table –
a member of staff
takes your order and
returns with your food



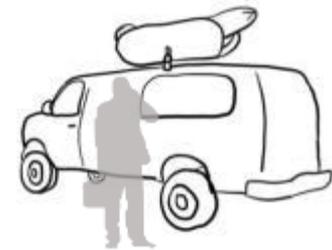
Self Service

Pick up a tray –
pick up your own food
then take a seat

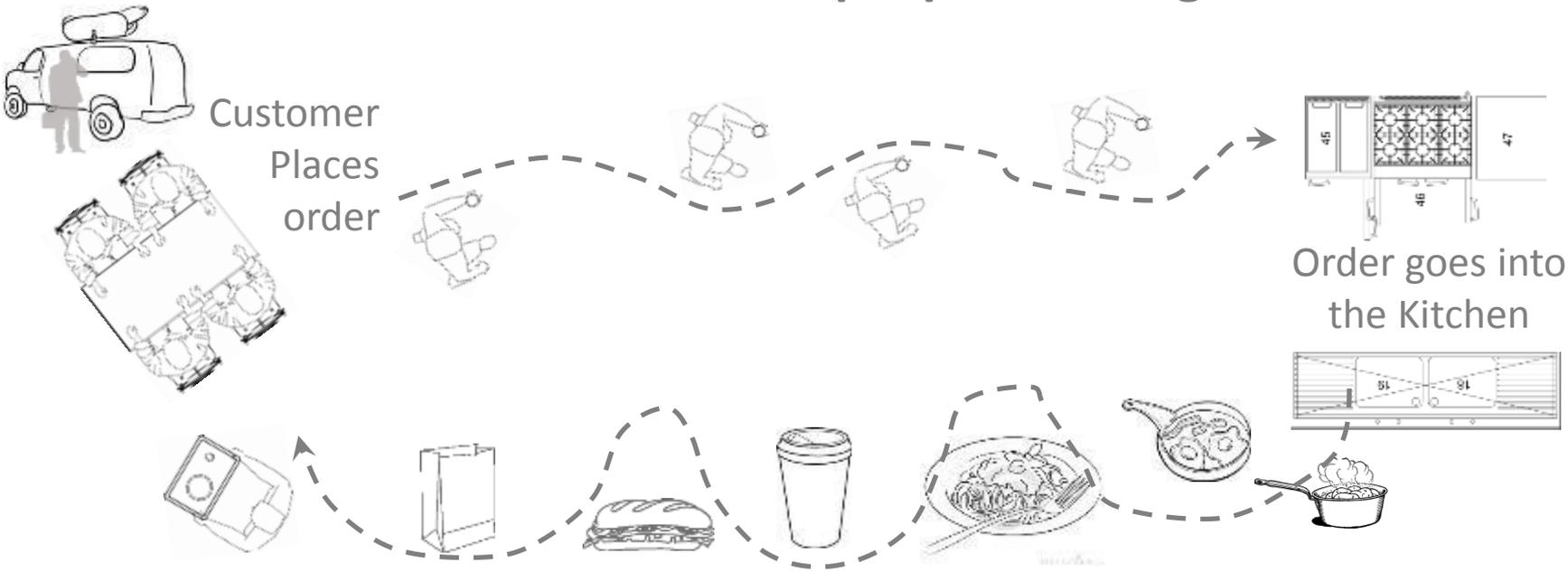


Take Away

Order your food –
Eat elsewhere



From fine dining to vending machines, all offers follow the same simple process...eg



The Food Order works its way back to the customer through the various stages of cooking, plating, serving up and dispensing.



Number of customers



Number of customer decisions



Speed of customer decisions

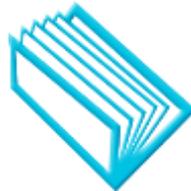
CUSTOMER FACTORS

Whilst hybrids and category crossover can be common, waiting time or the 'customer queue' is still influenced by the same factors relating to either the customer or the caterer.

CATERER FACTORS



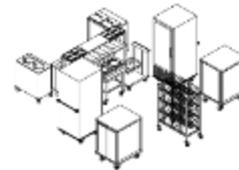
Degree of food preparation



Range of menu



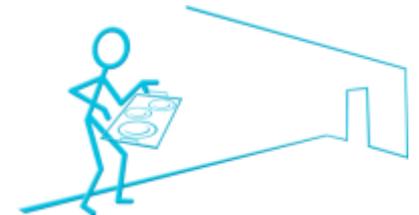
Efficiency of equipment



Kitchen layout & ergonomics



Skill of staff



Delivery distance from & to the customer



Operating **all day - every day**, the staff deli-restaurant 'Be' at Gatwick Airport, had the enormous challenge of providing the *right choice* of food at the *right time* and *enough of it* daily to a wide range of customers. With the potential for *damaging queues* to be high, it was crucial that customers made decisions quickly and moved away in order to maintain through-put. By separating the hot, cold meals, grab n go and drinks offers into different zones, the customers were able to disperse across the serveries' allowing customers to skip the queues to their food choices without holding up others. Enabling customers to make choices early became the key. Menu displays were large, positioned both within the specific food zone and in advance using suspended digital screens which along with prominent food displays allowed customers to make decisions at a glance and at a distance.

Hot counter & kitchen layout designed by NSD&PM



With a broad runway designed to draw customers from the entrance to the serveries and then disperse to the various mixed seating areas, the layout helped keep **queues to a minimum and throughput to a maximum.**



THIS is when you need a *Commercial* Interior Designer!



It doesn't pay to harry a customer for an order and equally once ordered, a long wait or cold food can be just as damaging to their experience. Viewing your *commercial interior* as a **3 dimensional marketing tool** can make your customers look more favourably on your products, services or business as a whole. Whether it's the queue of food orders or a queue of waiting customers, knowing what factors are driving that queue and finding a solution is important.

The 'currency' of 3 dimensional marketing is understanding how price point, appearance, space and equipment combine to meet customer expectations. The *Commercial Interior Designer* works with the client to create solutions that can go further, delivering benefit to staff, business image and ultimately the bottom line.

Getting a designer involved as early as possible not only will help you *create customer appeal* but will help build in operational efficiency from the start that may prove too costly to fix at a later stage.

Get in touch for a free 30 minute telephone consultation or to find out how we have helped businesses like yours Visit our website @ www.steveturnerDESIGNS.co.uk or call Steve on 07765 023309



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