

Employee Happiness And Customer Satisfaction



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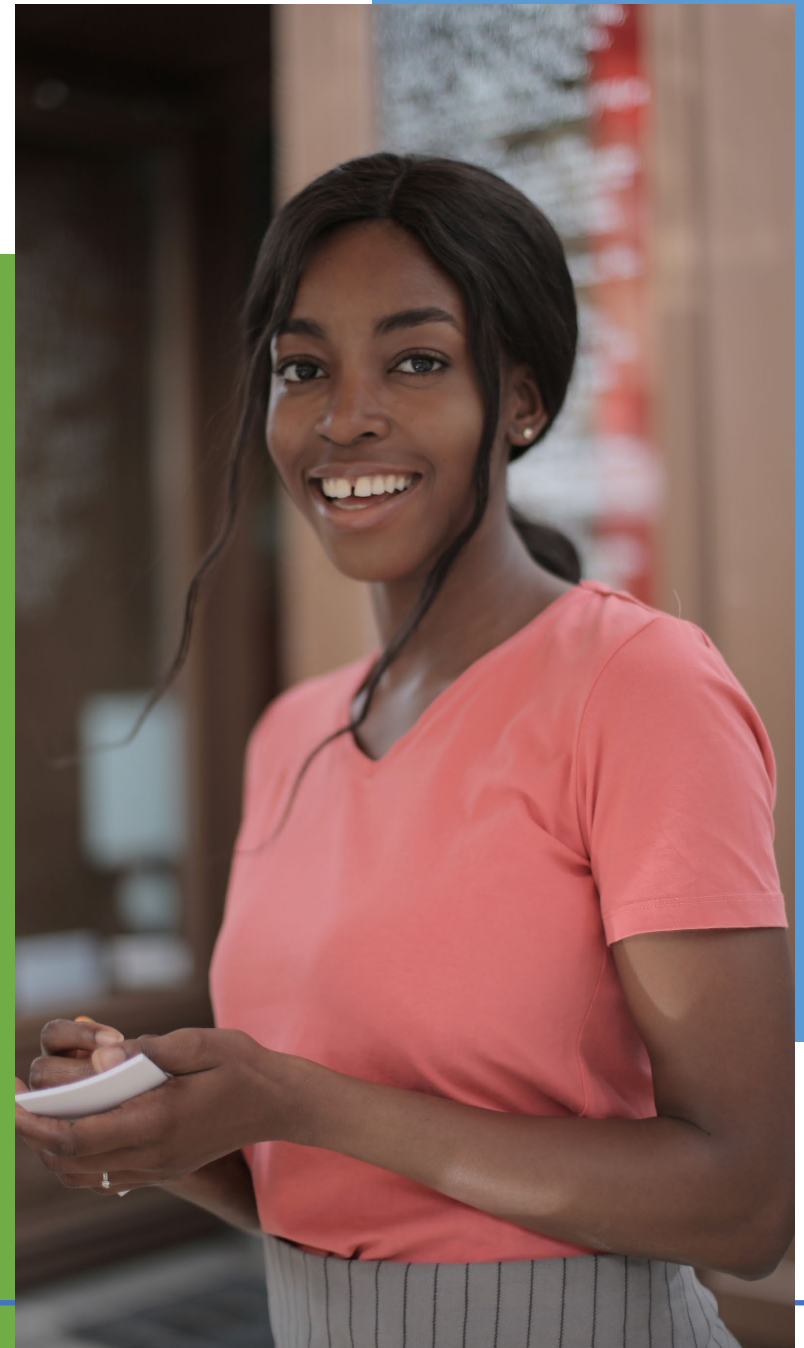
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INTRODUCTION

One of the most persistent issues in the business world is employee dissatisfaction. A lot of businesses struggle with dissatisfied, disengaged workers. According to Gallup's State of the American Workplace study in 2017, unfavorable employees drive away business. Workers that don't fully devote themselves to their tasks are incredibly expensive for businesses. Disengaged workers cost American businesses between \$450 billion and \$550 billion annually. According to research from Kansas State University, 100 dissatisfied workers lose \$390,000 in productivity each year. The issue is that discontent or disengagement frequently goes unreported until it is too late.

Many businesses only learn how unhappy and disengaged their staff members are after their brand has already been irreparably damaged in the eyes of the public. Businesses need to focus more on identifying early signs of employee disengagement. They must realize that a worker's attitude toward their position is reflected in both their work and their relationships with clients. If customers are consistently dissatisfied with the business's staff to the point where they look for alternatives, businesses are doomed to fail. This eBook looks at how to ensure your employees and customers remain happy thus resulting in better business and more success for your restaurant.



Employee Happiness And Customer Satisfaction Correlation

For your restaurant to expand, you must make sure that great patron experiences are the rule rather than the exception with your team because satisfied employees bring in satisfied patrons. A fully engaged employee who has a positive attitude toward their work will automatically carry that attitude over into their interactions with customers. Customer loyalty and contentment are boosted when the employees are motivated to consistently provide high-quality service.

Customer service interactions are not pre-written roleplays. The inventiveness with which your employees approach their work could be the difference between your restaurant's success and stagnation in a world of quickly shifting consumer tastes and escalating competition. Your staff's creativity is influenced by their level of happiness since happy workers have more brain space for original thought and are more inclined to approach new challenges with vigor and enthusiasm, which in turn results in satisfied clients. Long-term employees at your business have greater expertise and information that they may



use to deliver superior customer service. Customers have a better experience and are more inclined to do business with you again when they receive more informed assistance. Frequently, it is not worth the bother to continually onboard and train new staff since it is too stressful.

Employee happiness inspires additional devotion to the firm and promotes a real interest in its success, much like having a positive attitude makes it possible to provide excellent customer service. Happy workers are more imaginative and inspired, and they frequently go above and above to provide a superior client experience. Building a solid reputation, brand image, and competitive advantage all depend heavily on them. The majority of businesses have made it a priority to keep their customers satisfied ever since the adage "customer is king" was first used, and that's fantastic. Managers must remember that employees are a different group of people, however, whose satisfaction is crucial to the success of the business. Customers who are displeased with personnel also tend to be unhappy.

Ensuring Employee Happiness

According to the broad research project "The Science of Happiness at Work" from the iOpener Institute, happy employees work twice as hard and stay on the job four times longer than sad ones. According to the same study, pleased employees have 65% more energy than those who are sad. According to a recent study by economists at the University of Warwick, productivity increased by 12% when people were happy, compared to 10% less output when they were sad.

According to studies, content workers are less likely to miss work, perform better, support changes more enthusiastically, and are more motivated to implement them. Keeping your workforce happy is so crucial to the health and success of your business. Customers may sense when your workforce is dissatisfied since emotions are contagious. Happy clients are happy employees! You must learn not to annoy your team if you want to keep them productive and your timetable on track. Even your strongest and happiest employees won't be content if you make them work excessive hours.



Many workers view considerate scheduling as a type of payment and a very real reward that would keep them motivated to offer their all to your company. Even though it can be difficult, it is not impossible to keep people pleased. Be a good employer, make workers feel valued, and foster a productive environment, and your staff will take care of the rest. You need to cultivate strong, meaningful two-way interactions with your team if you want to truly increase employee happiness. It is your responsibility as a leader to create wholesome connections and carry out sincere communication.

Finding out what happiness means to them can help you lead with compassion. Enquire as to how you might help and enhance them more. Ensure a diverse and engaging workload for the employees. Encourage and spend money on their abilities. Engage the staff in the decision-making process. Present different opportunities for participation. Demonstrate your appreciation for them by recognizing their accomplishments. Always taking action on their input.

Keep in mind to reserve space for routine check-ins with your staff and to foster a culture where criticism is welcomed rather than discouraged. In the end, having a shared vision with coworkers, bosses, and the business itself is what makes employees happy. Not only can investing in the happiness of your staff increase morale, concentration, and productivity, but it will also help you create a more reliable and ultimately successful restaurant business.

Importance And Benefits

American culture places a premium on the pursuit of pleasure, and modern employees are no exception. People in the modern workforce, regardless of generation, feel more empowered to pursue pleasure both at work and at home—and to change occupations if necessary to do so. Numerous research studies have amply demonstrated the connection between employee satisfaction, engagement, and performance. More engaged workers are happier workers. Additionally, employees that are engaged at work are more productive and absent from work less frequently. A healthy workplace is important. A friendly work environment promotes employee relationships, enhances personal well-being, and ultimately boosts productivity. Through improved working relationships, it promotes employee creativity and problem-solving skills while also expanding their resources and skills.

A sense of belonging at work is crucial. Employees are more able to overcome obstacles and challenges when they feel that their coworkers and managers genuinely care about them, both



at work and in their personal life. Employee happiness reduces stress. High levels of stress can cause a variety of mental and physical issues, including increased employee absenteeism. Happy workers are more likely to show up for work, which keeps the quality of your workplace culture high. Today's workers want much more than just a wage. They seek a feeling of direction and the opportunity to develop their professional abilities. 60% of workers believe that being allowed to perform what they do best at work is highly important, according to a Gallup study. Additionally, having people work on projects that play to their strengths has a positive impact on your business because it boosts productivity and reduces employee turnover.

Before, people divided "life" and "work" into two categories. But in a society where communication is ubiquitous, these two components frequently coexist. Today's workers prioritize both their work and their personal lives equally. They frequently don't want to give up one for the other. Workers desire more flexibility with their schedules and the option to work remotely whenever possible. This gives them the freedom they require to handle life's difficulties. Employee engagement is increased and burnout is decreased when there are opportunities for employees to rest, recharge, and reengage. Studies have repeatedly proven that having the chance to take frequent, brief breaks enhances focus, mood, and productivity.

Understanding The Staff

Understanding the needs of the business is the foundation for every successful firm. It's crucial to think critically and ask yourself a variety of questions to determine what your restaurant requires. A thorough evaluation of your current staff is necessary to decide whether or not to hire extra personnel. The areas that could be reinforced for higher overall revenues and income will be found if you take the time to carefully study your current workforce rather than deficiencies. You put yourself at risk for expense hikes by adding more personnel. All of them must participate in orientation, training, and administrative tasks. If the staff grows to a certain level, there can be additional federal or state legal requirements. You might need additional space, equipment, or software licenses. For the majority of businesses, hiring new staff is a significant step. Complete your work, take into account comments from others, and be ready to ensure that your organization continues to operate productively. Employees are the cornerstone of any corporation, and certain traits they possess or acquire make businesses run even more efficiently. It is your responsibility as a manager or company owner to assess the skills and abilities of your employees. This enables you to choose how and where to position them in roles that will best make use of their skills. Quality may be based on an aptitude or be linked to personal ideals. Utilizing the power of your workforce might just be the winning strategy you're looking for.



Scheduling Is Key

The scheduling of the workforce is one of the numerous responsibilities a manager has in a company. To be perfectly honest, you need employees to finish your work. The key to maintaining client satisfaction is thorough and continuous training, but it's also critical to understand how to efficiently schedule the employees. Studying current activity patterns and using staff scheduling techniques are key to finding the ideal staff balance between various activity hours. This can be done depending on what specific period within a day or week is being examined. With the same number of employees, if your restaurant experiences a 35 percent increase in activity on Saturdays and an 8% decrease on Mondays, the company will feel understaffed on Mondays and overstaffed on Saturdays. You may develop a flexible schedule using analytics, which will finally enable the operation to execute without a hitch. Scheduling can be made simpler by using a table like the one shown. Make a note of every position that needs to be planned for the coming week,



Job Position (# of each required)	# of Customers Per Hour					
	10	25	50	75	100	150
Front of House						
Server	1	2	4	5	7	10
Busser	0	1	1	2	2	3
Bartender	1	1	1	1	2	2
Hostess	0	0	1	1	2	2
Back Of House						
Line Cook	1	2	3	3	4	6
Dishwasher	1	1	1	1	1	2
Expeditor	0	0	0	1	1	1

as well as the anticipated number of clients that need to be served per work hour, and then assign the personnel as necessary. Consider the scenario where 10 customers are anticipated throughout the first work hour. For ten customers, how many servers will you need? Make a choice based on your staff, then proceed to complete the chart for all job positions and working hours.

The process of creating an employment schedule is not without its challenges. There are ways to make the process of making sure your staff is aware of when they are expected to work and arranging their tasks in advance less stressful. Nearly everyone now owns a smartphone, even your staff, thanks to the widespread use of technology. Take advantage of the incredible convenience that comes with using a mobile scheduling app; the best thing is that some of them are appropriate for the restaurant sector.

With mobile scheduling, your staff is instantly advised of shifts when the schedule is published and when changes are made to their time of work. Staff availability and affirmed time-off solicitations are plotted on a calendar to avoid scheduling clashes. Need to impart something rapidly? Send text and email messages to a couple or every one of your employees directly from your account. As you build the schedule for your restaurant, you can see if you are over or under budget in real-time, permitting you to make a move before it's past the point of no return. The features you get from using such applications would not only save you time but make you a better and more efficient manager. Know the occasions and holidays that may cause an increase in traffic. To gain a better picture of the days to come, review activity records in the past, if they are accessible. Ask for customer input. This knowledge will aid you in determining your staffing requirements. Nobody desires to be marketed to. They desire a connection. Your sales will rise if you teach your employees how to establish relationships.

Take at least 15 minutes at the end of the workday, using the given advice, to forecast customer sales for the following day based on the day's customer activities. Long term, this will prove to be a

priceless asset. Take into account that creating a detailed schedule using the provided table will take some time. Keep in mind that the bottom rows provide information on the overall cost for the week as well as the total amount spent after each weekday's plan. You can keep it inside your budget by using this strategy.

Strong staff should be scheduled to aid in team building. Not all workers were created equally. Some employees show to be tenacious and endowed with remarkable abilities that propel your company forward, while others simply fall short. This personnel does better than the weaker ones when they are scheduled with others requiring assistance. Stronger workers serve as role models, take the initiative, and may help others without jeopardizing their productivity.

Vary the employee's work hours. Keeping an efficient schedule requires knowing when your busiest times are. Employee start times must be spaced out in effective schedules. This prevents scheduling either too few or too many staff when there is a high volume of business. For the restaurant to operate effectively and to ensure that customers are happy and satisfied, schedule additional personnel to work during busy hours.

Job Position	Monday			Tuesday			Wednesday			Thursday			Friday			Saturday			Sunday		
	Timings	Cost (\$)	Hours	Timings	Cost (\$)	Hours	Timings	Cost (\$)	Hours	Timings	Cost (\$)	Hours	Timings	Cost (\$)	Hours	Timings	Cost (\$)	Hours	Timings	Cost (\$)	Hours
Server 1	9 to 5	17	8	9 to 5	17	8	9 to 5	17	8	9 to 5	17	8	9 to 5	17	8	9 to 5	17	8	9 to 5	17	8
Server 2	10 to 3	11	5	10 to 3	11	5	9 to 2	11	5	9 to 2	11	5	9 to 2	11	5	9 to 2	11	5	9 to 2	11	5
Server 3	10 to 3	11	5	10 to 3	11	5	10 to 3	11	5	10 to 3	11	5	10 to 3	11	5	10 to 3	11	5	10 to 3	11	5
Server 4	10 to 3	11	5	10 to 3	11	5	10 to 3	11	5	10 to 3	11	5	10 to 3	11	5	10 to 3	11	5	10 to 3	11	5
Server 5	11 to 8	19	9	11 to 8	19	9	10 to 3	11	5	10 to 3	11	5	10 to 3	11	5	10 to 3	11	5	10 to 3	11	5
Server 6				3 to 9	13	6	11 to 8	19	9	11 to 8	19	9	11 to 8	19	9	11 to 8	19	9	11 to 8	19	9
Server 7	4 to 10	13	6	4 to 10	13	6	3 to 9	13	6	3 to 9	13	6	3 to 9	13	6	3 to 9	13	6	3 to 9	13	6
Server 8	6 to 11	11	5	6 to 11	11	5	4 to 10	13	6	4 to 10	13	6	4 to 10	13	6	4 to 10	13	6	4 to 10	13	6
Server 9							6 to 11	11	5	6 to 11	11	5	4 to 11	15	7	4 to 11	15	7	6 to 11	11	5
Server 10													6 to 11	11	5	6 to 11	11	5			
Grill 1	8 to 4	72	8	8 to 4	72	8	8 to 4	72	8	8 to 4	72	8	8 to 4	72	8	8 to 4	72	8	8 to 4	72	8
Fry 1	9 to 3	54	6	9 to 3	54	6	9 to 3	54	6	9 to 3	54	6	9 to 3	54	6	9 to 3	54	6	9 to 3	54	6
Grill 2	4 to 11	63	7	4 to 11	63	7	4 to 11	63	7	4 to 11	63	7	4 to 11	63	7	4 to 11	63	7	4 to 11	63	7
Fry 2	5 to 11	54	6	5 to 11	54	6	5 to 11	54	6	5 to 11	54	6	5 to 11	54	6	5 to 11	54	6	5 to 11	54	6
Dishes 1	8 to 4	48	8	8 to 4	48	8	8 to 4	48	8	8 to 4	48	8	8 to 4	48	8	8 to 4	48	8	8 to 4	48	8
Dishes 2	5 to 11	36	6	5 to 11	36	6	5 to 11	36	6	5 to 11	36	6	5 to 11	36	6	5 to 11	36	6	5 to 11	36	6
Totals	MON	419	84	TUES	433	90	WED	444	95	THUR	444	95	FRI	459	102	SAT	459	102	SUN	444	95

Weekly Total Cost (\$) 3102 Hours 663

Assuring Customer Satisfaction

Customer satisfaction (CSAT) is a metric used to assess how well a company's services and products live up to consumer expectations. Demonstrating how well your services or products connect with clients indicates your company's health. Customer satisfaction is not only a top priority and a crucial performance indicator in the restaurant sector, where firms fight for consumers, but it is also recognized as a major differentiator and has logically evolved into a key component of the business system. According to research, restaurants with the most engaged staff had greater customer satisfaction scores. According to one research dealing with American restaurant chains that looked at the impact on patron perceptions, customer satisfaction ratings increased by almost 300 percent at establishments that scored in the top 10 percent for employee engagement.

According to Dr. Paul Warner, a customer-driven company's profitability and long-term viability are intimately correlated with staff engagement and customer happiness. According to him, winning the hearts and minds of consumers in the present restaurant environment is the primary indicator of success. An engaged staff is essential to building a strong customer base and expanding market share because so many employees in these types of businesses interact directly with customers. It is not surprising that the best experiences for customers have been produced by the restaurants with the most engaged staff members.



Importance And Benefits

Customer satisfaction is crucial since it shows that your audience approves of the work you are producing. According to research, customer happiness increases customer retention, lifetime value, and brand reputation. Harvard Business Review (HBR) claims that keeping existing clients is five to twenty-five times more important than finding new ones. NPS's developers, Bain & Co., state that a 5% improvement in customer retention results in a 25% increase in profit. According to Forbes magazine, it can take up to 12 pleasant encounters to make up for a poor one; and some customers won't stick around for that long. According to HBR, simplicity is the most important factor to customers. Because of this, avoiding conflicts is more crucial than intentionally surprising your audience. Here is why customer satisfaction is important.

It promotes client loyalty. Customers that are happy with their experiences are more likely to tell their loved ones about them. The inverse is also true: A dissatisfied client spreads word of their bad experiences more widely than a satisfied one does. With 79 percent of Americans using social media to interact and share their experiences, social proof is more potent than ever thanks to social media. With only one click, a client may immediately inform millions of people about a negative experience. Customer satisfaction raises the lifetime value of a consumer. According to a trends report, 75% of buyers are willing to



pay more for products from businesses that provide them with a positive customer experience. Customers that are happy with your product or service are more likely to spend more money with you, as well as more likely to remain loyal and churn less frequently. Brand advocacy depends on customer happiness and loyalty. Customers discuss their interactions with your business whether you want them to or not. An increase in CSAT indicates that your satisfied consumers are more likely to recommend your business to their friends and family, which will ultimately result in more sales.

It promotes returning customers. A happy client will remain a devoted one and do business with you year after year. So how can you attract those recurring clients? by putting in your best customer service effort. According to trend analysis, 57 percent of buyers attribute their brand loyalty to good customer service. According to Eggsperter, existing customers are 50% more inclined to try new items than new customers, while according to Forbes magazine, existing consumers spend 31% more on average. Client satisfaction levels are also reflected in higher levels of customer loyalty. Your bottom line will be improved as a result of content customers returning/ordering regularly.

It promotes gaining new clients. Customer service is crucial for retaining and gaining new clients, as well as for assisting potential clients when they contact you. A prospect will be less likely to purchase if their interaction with your support staff is unpleasant. Customers demand premium service to be integrated from the initial sales or marketing engagement and continue through to the point they seek help, post-purchase, and back again. This is the main difference between service now and service ten years ago. Businesses must incorporate service into the experience at every point of engagement if they want to position themselves for success.

Metrics of customer satisfaction show the effectiveness of your support staff. Benchmarks and metrics for customer satisfaction not only help you determine how satisfied your audience is, but they also provide information on the performance of your support staff. Check your team's first response time, how long it takes to address a customer issue, and

how frequently a ticket or call needed to be transferred to find a resolution to assess customer satisfaction levels. Quick issue resolution is a key component of successful customer service; your team's effectiveness in these areas reveals a lot about client happiness.

Increases production and efficiency. You may find out where your agents can improve to make customers happier by assessing your CSAT and other customer services KPIs. You'll spend less time addressing issues and more time finishing work if your clients are happy. You may improve processes by using the knowledge you gain, which will also increase staff productivity. Asking your staff what they find most challenging, tedious, or what creates bottlenecks in the process might help you identify improvements that will ultimately raise your CSAT ratings and total income. Everyone involved benefits from learning and putting into practice what your employees need to be more effective. By removing any obstacles from your staff's job, you may improve the workflow and make it easier for you to see what is and is not working as a leader. When your employees can handle issues swiftly, this eventually results in a higher CSAT score.

It offers chances for cross-selling and upselling. Positive customer experiences encourage individuals to make repeat visits or orders at your business. This gives your personnel more chances to upsell or cross-sell related goods and services to customers to boost sales. Because the consumer is already pleased with the goods and customer service, they are more inclined to make a purchase.

Tips For Customer Satisfaction

Every company should continue to strive to increase client happiness. However, it's not always that simple. It calls for consistent procedures, clearly stated business objectives, and—most importantly—a never-ending effort from each team member. Here are a few tried-and-tested strategies for steering your program for improving the customer experience in the right direction and achieving some early wins.

Obtain client feedback and remain accessible at all times. Both positive and negative feedback from your customers should have a place to be expressed. Your product plan and customer support activities will be on the correct track if you receive positive consumer feedback. As you work to create a company that is truly centered around the needs of its customers, satisfied customers may also give suggestions for enhancing your goods and services. Additionally, a venue for client complaints enables them to vent their annoyance before approaching internet communities. There should always be a means for your clients to get in touch with you. Combine the power of surveys with the power of easily accessible customer service to achieve it.

Be proactive and timely in your responses. Make sure the client feedback doesn't vanish into thin air, especially if it's unfavorable. Neglecting customer complaints could have negative consequences. You end up with an army of unhappy customers who are likely to leave, and that's not the kind of target market you want. Customers who are not satisfied are considerably more inclined to voice their opinions than those who



are, and a large number of unfavorable online reviews can substantially damage your reputation. You don't want to be known as a business that consistently causes its customers inconvenience because modern customers want frictionless experiences. When it's feasible, respond to unfavorable consumer feedback immediately—or at the very least, as soon as possible. Try to appease your dissatisfied consumers by paying them or implementing their suggestions. You can steer clear of unfavorable word-of-mouth and acquire insightful suggestions for enhancing your company. Negative customer reviews are frequently more urgent than positive ones, but you should also pay attention to your delighted customers. They are one of your most valuable assets, therefore never forget that. Try to keep tabs on your top supporters and implement their suggestions. Offer them discounts and request testimonials or recommendations. Incentives or referral programs can also assist you to transform them into brand advocates.

Keep matters personal. Personalization is now accepted as standard. 61% of consumers, according to Google data, expect firms to customize experiences to their needs. According to the same study, 90% of top marketers agree that customization greatly increases firm profitability. It should come as no surprise that personalization is so successful since it makes customers feel valued and at home. From the perspective of a restaurant, personalized targeting enables the customization of menus, services, and offers to the needs of the clients. Additionally, a delighted customer is considerably more likely to receive exactly what they wanted.

Regularly assess customer satisfaction. If you don't know what you're improving, you can't increase consumer satisfaction. Utilizing surveys to gauge client satisfaction will enable you to derive precise numerical results and convert them into KPIs. Additionally, you'll be able to identify trends in open-ended questions and solve the most urgent issues. Measure, adjust, and then measure once again. By doing this, you'll be able to put your theories to the test, spur yourself to action, and gather useful information about customer satisfaction to share with the rest of your organization.

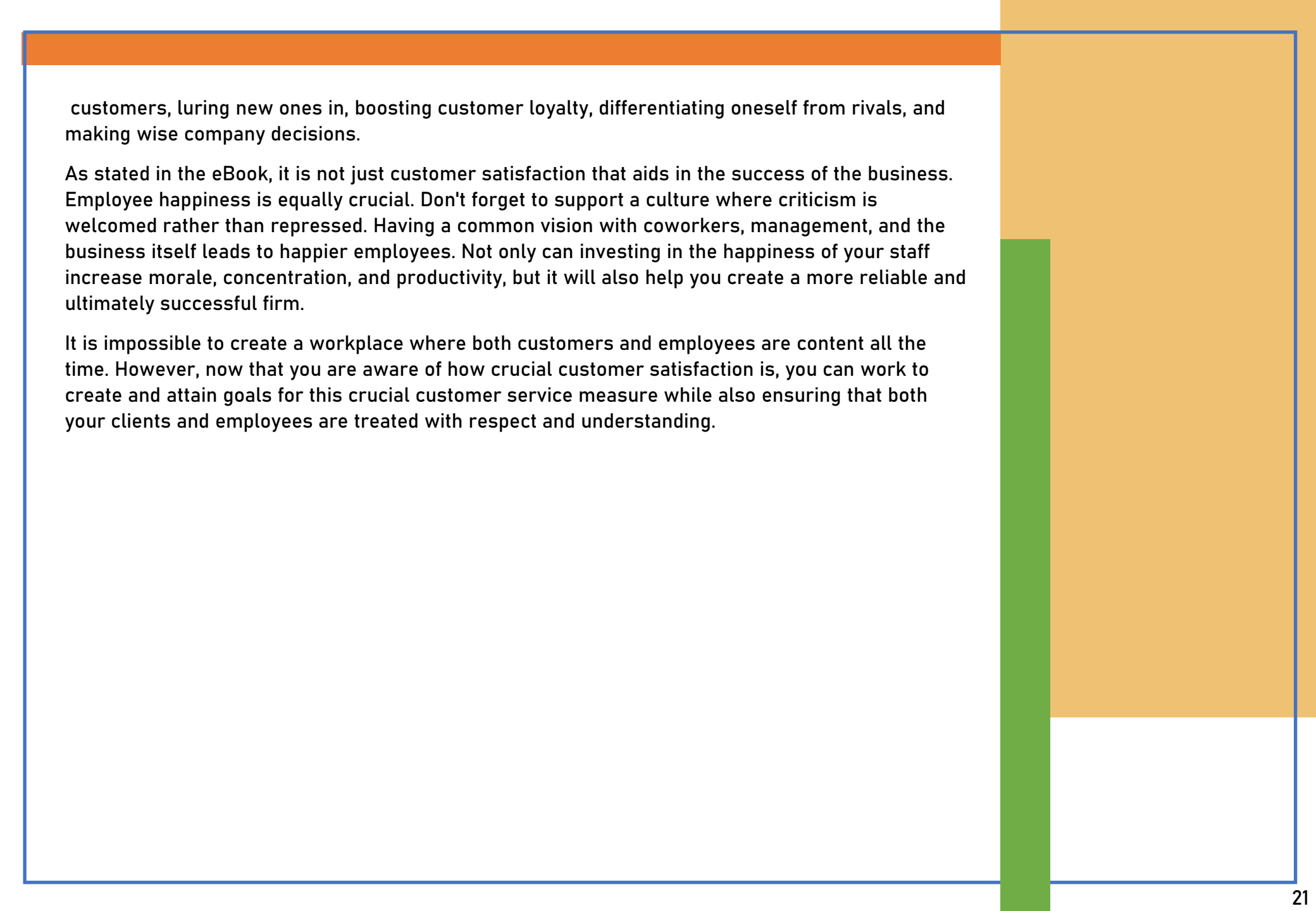
Communicate across teams. Any positive or negative feedback that comes in should not be contained to just the person collating the information or the marketing team that handles feedback/surveys. Action cannot be made if the appropriate team or employee doesn't receive the feedback. The entire team or business must contribute and work toward achieving customer happiness. Each department should be aware of the consequences of neglecting customer feedback and take it seriously.

Conclusion

You'll find it simpler to organize your responsibilities and objectives if you give priority to client success. Before you chase market trends or introduce novelties, whether, in product development, marketing campaigns, customer service enhancements, or any other area of business, you should make sure your activities resonate with your customers. 73% of people cite client experience as a crucial consideration when making purchases, according to PwC. This holds even in the restaurant industry. It is not just the food quality that makes a difference in customer retention and satisfaction, but also the service they receive at the restaurant. If the customer has a good experience at the restaurant, the chances of them returning – and also giving good feedback/reviews – will increase.

A favorable review or comment on social media is helpful for your company. 92% of customers believe recommendations from friends and family more than any marketing efforts, according to a Nielsen survey; 70% of people believe the opinions they find online. Customer centricity is a crucial component of any flourishing company. This is why enhancing customer happiness should be a top priority for all businesses. High customer satisfaction levels aid in retaining current





customers, luring new ones in, boosting customer loyalty, differentiating oneself from rivals, and making wise company decisions.

As stated in the eBook, it is not just customer satisfaction that aids in the success of the business. Employee happiness is equally crucial. Don't forget to support a culture where criticism is welcomed rather than repressed. Having a common vision with coworkers, management, and the business itself leads to happier employees. Not only can investing in the happiness of your staff increase morale, concentration, and productivity, but it will also help you create a more reliable and ultimately successful firm.

It is impossible to create a workplace where both customers and employees are content all the time. However, now that you are aware of how crucial customer satisfaction is, you can work to create and attain goals for this crucial customer service measure while also ensuring that both your clients and employees are treated with respect and understanding.

