



INNOVATIVE  
HOSPITALITY  
SOLUTIONS



**5 CRITICALLY IMPORTANT BUT OFTEN OVERLOOKED  
QA QUESTIONS THAT MAKE A HUGE DIFFERENCE**



Not all quality assurance programs cover the same test areas during evaluations – and not all look at the important factors that lead to success. Often, lesser-known mistakes cost money and tarnish your food and hospitality program’s reputation.

Because most of our clients don’t have the time to visit and observe all their locations on a regular basis, our CrossCheck team goes above and beyond to observe every detail.

Here are five areas you should be ensuring are delivered by your food and hospitality team.



## 1. ARE CUSTOMERS PAYING THE CORRECT PRICE?

This is a frequent problem. Based on our experience, the operator typically undercharges the customer. When a price discrepancy occurs, it usually means the operator is losing revenue. The client is missing commission or subsidy reduction opportunities.



## 2. DO CUSTOMERS FEEL WELCOME?

The more hospitable your operations are, the more customers you’ll serve. If you have 2,000 students and 1,000 shun food service because they don’t feel welcome by the dining service staff, that’s a miss. It’s 50%. Institutions want at least 80% of students to participate in dining service on a regular basis. Our clients are driven to increase participation – with an emphasis on hospitality.



## 3. ARE THE ESSENTIAL EIGHT ALLERGENS IDENTIFIED ON MENU BOARDS OR POINT-OF-SALE SIGNS FOR ITEMS BEING SERVED?

If that information isn’t shown, you risk a patron becoming ill or having a food-related allergic reaction. Safety should be everyone’s priority.



#### 4. DO YOUR FOOD SELECTIONS MATCH THE WELLNESS PROGRAMS THAT YOU OFFER AND PROMOTE?

A health care system espousing wellness can't sell oversized chocolate chip cookies in their cafes. That's inconsistent with wellness initiatives and contrary to the tenets the health system advocates. Our clients often don't recognize these contradictions until we identify them in our evaluations.



#### 5. ARE FOOD AND HOSPITALITY ENVIRONMENTS CLEAN, ORGANIZED, UNCLUTTERED?

Every food and hospitality environment should be well-lit, organized and inviting. Messy work areas and dirty counters are very unappetizing. The customer's hospitality "experience" is significantly diminished if they walk into a coffee bar and boxes are stacked on top of the espresso machine or the counters are dirty. If customers don't feel good about the space, they simply won't return as often. Regular evaluations help ensure the operators are creating the best possible environmental experience.

If you aren't watching these five areas of your onsite food and hospitality program, you're jeopardizing customer experience, safety and financial performance.

See how CrossCheck can transform your program. Schedule a complimentary virtual demo at [crosscheckqa.com/schedule](https://crosscheckqa.com/schedule) or call us at 866-859-4633

