

PUNCHH BEST PRACTICES

Top 5 Proven Food Service Tactics During COVID-19

More local and state governments continue taking action mandating the temporary closure of restaurants for dining-in. Fast casual and QSRs need to adjust quickly during these unprecedented times and adapt their food service approach to keep customers engaged and purchasing from them. Follow [communication best practices](#) to guide your customer engagement strategy and tactics.



Offer Meal Kits

No time to cook is often cited as the No. 1 motivator for eating out. For the first time in the lives of many individuals and families, they may have more time to cook or simply have more meals now that need to be prepared. Restaurants, especially those with more health-conscious branding, can create “take and bake meals” to meet customers’ needs for home-cooked food. Include a card that tells customers how to prepare, serve, reheat and store the food. Plus, don’t forget to ask for their next order.



Create Family-Bundled Meals

Instead of relying on consumers to choose individual entrees a la carte for their families, restaurants can prepare and promote pre-orders for different meal bundles each day. All meals can be made to feed whole families and available for delivery or pick-up. Restaurants, particularly those that offer international cuisine, can help families who crave something particular and need an easy approach for meals.



Take online or phone orders

Providing customers with a way to order-in is a capability that is paramount to a restaurant’s success in our current environment. Have staff available to take orders and/or immediately determine a path for a partnership to get you up and running with online ordering. During the ordering process, upsell or cross-sell menu items that help solve customer concerns related to other dayparts.



Expand Delivery Options

Broaden the ways customers can get their food by offering drive-thru, pick-up or delivery. Free delivery is a great option to eliminate any price sensitivity. Restaurants can either take this on themselves or leverage third-parties who already have processes in place. Restaurants also can offer **contactless delivery** where customers place an order, pay with a credit card and get food delivered to their doorstep. If offering this feature, clarify how customers can request this service, such as including this request in the directions or comments section of an online order.



Establish Curbside Pick-up

Curbside pick-up targets customers that don’t want to get out of their cars or pay for delivery. Make sure to let customers know where the “curb” is, and how they should contact the restaurant once they are there. By ensuring customers are delivered their food quickly, restaurants can initiate repeat experiences that motivate their customers to come back time and time again.

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