



SMITTY'S CANADA INC.

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BULLETIN #113/21

DATE: July 8, 2021
TO: All Franchisees and Corporate Managers
FROM: Jason Kaytor
RE: **Weekly Skip Reporting – Week of June 28th**

Hello everyone,

Congratulations to our top performers this week. Already a few locations edging back up to that 10.0 score this week.

| | | |
|-------------------|--------------|-----|
| Princess St. | Kingston | 9.8 |
| 2835 Pembina Hwy. | Winnipeg | 9.7 |
| 44th St. | Lloydminster | 9.6 |
| E Hills Blvd. SE | Calgary | 9.6 |
| Henderson Hwy. | Winnipeg | 9.6 |
| McPhillips St. | Winnipeg | 9.6 |
| Meadowood Dr. | Winnipeg | 9.6 |
| Park Rd. W | Steinbach | 9.6 |

We have had a number of locations drop this week, including our corporate location at Easthills in Calgary. As our markets start to re-open and we see an influx of dine-in guests and reduction in delivery volume, there are a couple of things you can do to help maintain a score above 9.0.

The algorithm that populates your Skip score is a bit of a mystery, even when you ask the folks that work at skip. I'm not sure if it is as secret as the recipe for Coca Cola or the 11 Herbs and spices from KFC but it is certainly not widely known or explained very clearly. I was recently told the following things about Skip scores and have mostly quantified these over the past few months at Easthills:

- The four criteria you are judged on:
 - Order Confirmation Time compared to your delivery competitors
 - Courier Wait Time compared to your competitors
 - Orders Rejected by the Restaurant
 - Negative Guest Feedback vs. Positive Guest Feedback in a 28-day cycle.
- I was told that if you can have zero rejected orders, keep your courier hold times and order confirmation times in the green, which indicates you are outperforming your immediate competitors, that the guest feedback works in your favor if you can keep the number of negative guest feedbacks to 30% or less than the positive feedbacks in each 7-day cycle, within that 28-day cycle. Once you achieve that ratio, within 1-2 days you should see your score start to increase. You may not have a negative feedback problem; you may actually have a lack of positive feedback problem. (I'm sure it is slightly more complicated than this)

Take-out and delivery tips:

1. If you are satisfied that your location is firing on all cylinders for delivery and take-out, and executing at a high level, you can increase your overall order volume by using the free delivery, top placement, or free item promotions. Usually if your score is at 9.5 or less and you use the top placement promotion, you will see an increase in order volume of 15%-20%. Increasing order volume can also increase the amount of positive feedback you receive overall as well.
2. The new mini donut menu item has a very low food cost and is easy to execute, especially for takeout. Pre-portion some ramekins of Nutella and you can make an order in under 2 minutes. Giving away some of these in your take-out and delivery orders with a note from your location thanking the guest for their order and encouraging a thumbs up feedback from them typically helps get a few more of those thumbs up each day and you start to see that score increase within the first 5-7 days.
3. Writing personalized messages on the bag with the guest's name and order number shows an increased level of care and attention; if you can, you should. The personal touch also encourages the positive feedback and helps to drive that score up.

If you receive a negative feedback and/or missing item report that you believe is not accurate, for example a guest orders an eggs benedict and chooses "no side" as their option but then reports a missing order of hash browns, use the "message us" function and provide the order number and your explanation. A CSR can and will remove the thumbs down feedback from your scoring and refund you the amount they refunded the guest. While the negative feedback will still show on the spreadsheet when you pull the guest feedback report on your portal, it will not count in your negative feedback. In this situation, your partner, Skip, just eats the cost that is refunded to you because they already refunded the guest.

Please do not hesitate to contact me directly should you have any questions or concerns at jkaytor@smittys.ca or 403-930-8741.

Yours truly,
SMITTY'S CANADA INC.

Jason Kaytor

Jason Kaytor
Vice President of Operations

| Restaurant Name | City | Completed Orders | Customer Rejected Orders | Resto Rejected Orders | Pos Review | Neg Review | Food Subtotal | AOV | Order Push Avg Min | Resto Hold Avg | Resto Time To Accept Avg Min | Skip Score |
|--------------------|---------------|------------------|--------------------------|-----------------------|------------|------------|---------------|---------|--------------------|----------------|------------------------------|------------|
| Princess St. | Kingston | 105 | 0 | 0 | 15 | 2 | \$3,567.93 | \$33.98 | | 3.09 | 0.21 | 9.8 |
| 2835 Pembina Hwy. | Winnipeg | 296 | 1 | 0 | 49 | 3 | \$9,415.88 | \$31.81 | 2.4 | 2.31 | 0.34 | 9.7 |
| 44th St. | Lloydminster | 60 | 0 | 0 | 8 | 0 | \$2,058.31 | \$34.31 | 3.8 | 2.16 | 0.17 | 9.6 |
| E Hills Blvd. SE | Calgary | 79 | 1 | 0 | 18 | 1 | \$3,117.99 | \$39.47 | 5.15 | 1.52 | 0.58 | 9.6 |
| Henderson Hwy. | Winnipeg | 426 | 3 | 0 | 72 | 4 | \$14,956.74 | \$35.11 | 2.42 | 2.04 | 0.48 | 9.6 |
| McPhillips St. | Winnipeg | 220 | 2 | 2 | 50 | 10 | \$8,129.48 | \$36.95 | 3.61 | 3.1 | 0.32 | 9.6 |
| Meadowood Dr. | Winnipeg | 250 | 5 | 0 | 39 | 11 | \$8,750.32 | \$35.00 | 2.75 | 3.3 | 0.37 | 9.6 |
| Park Rd. W | Steinbach | 62 | 2 | 0 | 12 | 1 | \$2,616.59 | \$42.20 | 2 | 2.35 | 0.31 | 9.6 |
| 18th St. | Brandon | 110 | 1 | 0 | 17 | 0 | \$3,798.25 | \$34.53 | 4.68 | 3.01 | 0.35 | 9.5 |
| 37th St. SW | Calgary | 56 | 0 | 1 | 15 | 2 | \$2,003.78 | \$35.78 | 4.82 | 2.98 | 0.67 | 9.5 |
| 580 Pembina Hwy. | Winnipeg | 145 | 1 | 0 | 28 | 8 | \$4,908.53 | \$33.85 | 4.04 | 3.51 | 0.41 | 9.5 |
| Aquitania Blvd. W | Lethbridge | 130 | 1 | 0 | 18 | 4 | \$4,137.34 | \$31.83 | 7.31 | 3.49 | 0.33 | 9.5 |
| Highland Ave. | Brandon | 31 | 0 | 0 | 5 | 0 | \$952.50 | \$30.73 | | 1.91 | 0.21 | 9.5 |
| Kenaston Blvd. | Winnipeg | 156 | 0 | 0 | 17 | 4 | \$5,254.61 | \$33.68 | 2.91 | 2.6 | 0.34 | 9.5 |
| St James St. | Winnipeg | 330 | 4 | 0 | 48 | 10 | \$12,080.54 | \$36.61 | 2.53 | 2.75 | 0.28 | 9.5 |
| 114th Ave. NW | Edmonton | 98 | 0 | 0 | 27 | 3 | \$3,520.10 | \$35.92 | 3.2 | 2.75 | 0.56 | 9.4 |
| Albert St. N | Regina | 125 | 1 | 0 | 23 | 2 | \$4,001.59 | \$32.01 | 4.37 | 2.32 | 0.38 | 9.4 |
| Preston Ave. S | Saskatoon | 84 | 2 | 0 | 19 | 3 | \$2,913.48 | \$34.68 | | 2.99 | 0.21 | 9.4 |
| 48th Ave. | Camrose | 70 | 1 | 0 | 13 | 2 | \$2,473.62 | \$35.34 | 2 | 2.24 | 0.47 | 9.3 |
| Regent Ave. W | Winnipeg | 231 | 5 | 0 | 35 | 7 | \$8,498.86 | \$36.79 | 3.59 | 4.04 | 0.57 | 9.3 |
| Stony Plain Rd. NW | Edmonton | 83 | 0 | 0 | 15 | 0 | \$3,508.83 | \$42.28 | 3 | 1.19 | 0.49 | 9.2 |
| Comox Ave. | Comox | 31 | 0 | 1 | 8 | 2 | \$844.98 | \$27.26 | | 2.78 | 0.28 | 9.2 |
| Leva Ave. | Penhold | 9 | 0 | 0 | 3 | 0 | \$217.01 | \$24.11 | | 0.37 | 0.26 | 9.1 |
| Manning Crossing | Edmonton | 150 | 3 | 0 | 22 | 10 | \$5,357.63 | \$35.72 | 3.11 | 3.04 | 0.38 | 9.1 |
| 9640 Macleod Trl. | Calgary | 25 | 0 | 0 | 5 | 0 | \$932.03 | \$37.28 | 1.67 | 2 | 0.56 | 9 |
| Main St. N | Moose Jaw | 40 | 0 | 0 | 13 | 0 | \$1,243.39 | \$31.08 | | 1.24 | 0.66 | 8.8 |
| 50th Ave. | Leduc | 48 | 1 | 0 | 10 | 0 | \$1,388.62 | \$28.93 | 1 | 2.07 | 0.31 | 8.6 |
| Strathmoor Dr. | Sherwood Park | 33 | 0 | 0 | 5 | 0 | \$1,071.93 | \$32.48 | 1.6 | 1.67 | 0.59 | 8.5 |
| 66th St. NW | Edmonton | 41 | 0 | 0 | 8 | 0 | \$1,304.37 | \$31.81 | 2.38 | 1.91 | 0.72 | 8.4 |
| Westwood Dr. | Winnipeg | 52 | 0 | 0 | 12 | 1 | \$1,913.83 | \$36.80 | 2.73 | 2.14 | 0.33 | 8.3 |
| 135 Ave. NW | Edmonton | 51 | 0 | 0 | 7 | 2 | \$1,835.02 | \$35.98 | 3.35 | 3.68 | 0.83 | 8.1 |
| Island Hwy. | Nanaimo | 143 | 1 | 1 | 21 | 10 | \$4,530.15 | \$31.68 | 4.45 | 5.79 | 0.5 | 8.1 |
| Nelson Dr. | Spruce Grove | 79 | 0 | 0 | 13 | 2 | \$2,619.32 | \$33.16 | 2.93 | 2.72 | 0.5 | 8.1 |
| McCarthy Blvd. N | Regina | 26 | 0 | 0 | 5 | 2 | \$1,001.42 | \$38.52 | 1.83 | 2.52 | 0.66 | 8 |
| Tenth St. | Nanaimo | 64 | 1 | 1 | 8 | 5 | \$2,188.09 | \$34.19 | 6.75 | 3.15 | 0.85 | 7.6 |
| Rowan St. | St. John's | 24 | 0 | 2 | 5 | 0 | \$569.76 | \$23.74 | 2.82 | 3.9 | 0.41 | 7.3 |
| Gibson Dr. | Mount Pearl | 27 | 0 | 1 | 4 | 5 | \$916.75 | \$33.95 | 1.5 | 3.44 | 0.52 | 6.7 |
| Primrose Dr. | Saskatoon | 21 | 0 | 0 | 3 | 2 | \$955.96 | \$45.52 | | 2.91 | 0.46 | 6.7 |