



SMITTY'S CANADA INC.

#500, 501 – 18TH AVENUE SW
CALGARY, ALBERTA, CANADA T2S 0C7
TEL: (403) 229-3838 FAX: (844) 274-4056 www.smittys.ca

BULLETIN 179/21

DATE: November 24, 2021
TO: All Franchisees and Corporate Managers
FROM: Crystal Davies
RE: **Weekly Skip Report- Week of November 15th**

Congrats to our top performers this week!

Smitty's (E Hills Blvd. SE)	Calgary	9.8
Smitty's (Leva Ave.)	Red Deer	9.8
Smitty's (18th St.)	Brandon	9.7
Smitty's (Albert St. N)	Regina	9.6
Smitty's (Main St. N)	Moose Jaw	9.5
Smitty's (Princess St.)	Kingston	9.5

Top Delivery and Takeout Tips

Some of the Skip Scores have decreased. Skip scores were developed by Skip to highlight the top-performers on the network to customers. The higher the score the more exposure you will receive on the Skip platform.

Skip scores are made of 5 key metrics

1. **Customer Feedback and Satisfaction-** Feedback is the most visible element that goes into Skip Score.
2. **Confirmation Time-** The average time it takes the location to confirm.
3. **Rejected Orders-** Any order that is not confirmed by the restaurant within a 9-minute time frame.
4. **Courier Hold-** How long couriers wait on average at your location to receive the order before travelling to the customer.
5. **Order Volume-** Measured in three factors, overall order volume, number of repeat customers, and consistency with steady increases.



SMITTY'S CANADA INC.

#500, 501 – 18TH AVENUE SW
CALGARY, ALBERTA, CANADA T2S 0C7
TEL: (403) 229-3838 FAX: (844) 274-4056 www.smittys.ca

Tips for increasing Customer Feedback and Satisfaction

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 positive feedback and helps to drive that score up. If you receive negative feedback and/or a 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.

Our CSR is Maria Donaghy maria.donaghy@justeattakeaway.com

As Jason mentioned last week a dine-in bounce back coupon in delivery orders is not only a great way to encourage guests to visit in upcoming weeks and months but could show a token of appreciation for their patronage and may encourage Positive feedback to your location on the Skip platform.

If you have any questions, please feel free to reach out.

Warmest regards,

A handwritten signature in black ink, appearing to read "Crystal Davies".

Crystal Davies



SMITTY'S CANADA INC.

#500, 501 – 18TH AVENUE SW
 CALGARY, ALBERTA, CANADA T2S 0C7
 TEL: (403) 229-3838 FAX: (844) 274-4056 www.smittys.ca

Restaurant Name	City	Completed Orders	Pick up Order	Customer Rejected Orders	Restaurant Rejected Orders	Positive Review	Negative Reviews	Food Subtotal	AOV	Order Push Avg	Resto Hold Avg	Resto Time To Accept	Skip Score
Smitty's (E Hills Blvd. SE)	Calgary	47	2	0	0	13	2	\$2,102.58	\$44.74	8.31	2.34	1.07	9.8
Smitty's (Leva Ave.)	Penhold	27	1	0	0	9	0	\$812.05	\$30.08	18	1.71	0.42	9.8
Smitty's (18th St.)	Brandon	107	2	0	0	16	1	\$3,381.84	\$31.61	4.93	3.57	0.3	9.7
Smitty's (Albert St. N)	Regina	139	3	0	0	38	2	\$4,791.00	\$34.47	5.47	1.74	0.34	9.6
Smitty's (Main St. N)	Moose Jaw	43	0	0	0	8	3	\$1,561.82	\$36.32		3.48	0.49	9.5
Smitty's (Princess St.)	Kingston	86	2	0	0	21	2	\$2,653.08	\$30.85		2.16	0.24	9.5
Smitty's (44th St.)	Lloydminster	71	0	0	0	13	2	\$2,498.25	\$35.19	2.43	1.87	0.15	9.4
Smitty's (Manning Crossing)	Edmonton	155	4	0	0	26	2	\$5,451.77	\$35.17	3.44	2.15	0.37	9.4
Smitty's (Preston Ave. S)	Saskatoon	55	1	1	0	8	0	\$1,830.82	\$33.29		2.53	0.23	9.4
Smitty's Family Restaurant Comox (C)	Comox	21	0	1	0	2	0	\$730.86	\$34.80		2.92	0.31	9.3
Smitty's (48th Ave.)	Camrose	56	1	1	1	10	2	\$1,999.00	\$35.70	1.33	1.89	0.43	9.2
Smitty's (Park Rd. W)	Blumenort	68	0	2	0	8	3	\$2,578.91	\$37.93		3.34	0.45	9.1
Smitty's (Stony Plain Rd. N/W)	Edmonton	53	0	0	0	4	0	\$2,093.37	\$39.50	8	1.09	0.46	9.1
Smitty's (Westwood Dr.)	Winnipeg	80	0	0	0	9	2	\$2,613.79	\$32.67	3.04	4.81	0.3	9.1
Smitty's (37th St. S/W)	Calgary	43	0	0	0	7	1	\$1,381.95	\$32.14	7.43	4.96	0.8	9
Smitty's (Kenaston Blvd.)	Winnipeg	126	10	0	0	14	7	\$4,558.42	\$36.18	3.47	3.82	0.34	9
Smitty's (114th Ave. N/W)	Edmonton	51	1	1	0	11	1	\$1,782.32	\$34.95	2.75	1.82	0.58	8.8
Smitty's (50th Ave.)	Leduc	74	0	0	0	17	1	\$2,511.72	\$33.94	7.8	2.29	0.24	8.7
Smitty's (McPhillips St.)	Winnipeg	170	4	4	0	38	8	\$6,261.33	\$36.83	3.05	4.36	0.4	8.7
Smitty's (Aquitania Blvd. W)	Lethbridge	110	3	0	0	23	1	\$3,681.54	\$33.47	9.23	2.99	0.29	8.6
Smitty's (66th St. N/W)	Edmonton	41	0	1	0	5	0	\$1,239.52	\$30.23	1.8	3.15	0.68	8.5
Smitty's (2835 Pembina Hwy.)	Winnipeg	204	9	3	0	26	12	\$6,625.47	\$32.48	4.31	4.46	0.4	8.5
Smitty's (Meadowood Dr.)	Winnipeg	138	4	3	0	24	11	\$4,361.52	\$35.95	4.29	3.95	0.31	8.4
Smitty's (Henderson Hwy.)	Winnipeg	239	6	2	0	45	14	\$8,758.95	\$36.65	3.06	3.79	0.58	8.3
Smitty's (St James St.)	Winnipeg	223	3	4	0	40	9	\$8,592.29	\$38.53		2.53	0.31	8.3
Smitty's (Primrose Dr.)	Saskatoon	18	0	0	0	2	1	\$603.27	\$33.52	8	2.61	0.47	8.2
Smitty's (Regent Ave. W)	Winnipeg	138	4	0	0	24	3	\$4,724.51	\$34.24	4.94	3.84	0.64	8.2
Smitty's (580 Pembina Hwy.)	Winnipeg	118	5	1	0	17	5	\$4,186.65	\$35.48	3.22	3.41	0.5	8.1
Smitty's (Nelson Dr.)	Spruce Grove	66	3	0	0	12	2	\$2,224.46	\$33.70	2.19	1.55	0.39	8.1
Smitty's (Tenth St.)	Nansimo	67	3	1	0	19	3	\$2,489.73	\$37.16	5.3	2.6	0.81	7.8
Smitty's (9640 Macleod Trl.)	Calgary	22	3	0	0	6	1	\$789.96	\$35.91	3	1.39	0.41	7.7
Smitty's (Island Hwy.)	Nansimo	81	1	0	0	11	6	\$2,990.33	\$36.92	5.08	3.5	0.38	7.6
Smitty's (135 Ave. N/W)	Edmonton	41	0	0	0	10	6	\$1,469.21	\$35.83	3.33	3.39	0.52	7.5
Smitty's (McCarthy Blvd. N)	Regina	28	2	0	0	11	0	\$937.53	\$33.48		3.89	0.42	7.1
Smitty's (Strathmoor Dr.)	Sherwood Park	18	0	0	0	3	2	\$621.78	\$34.54	7	2.15	0.66	7
Smitty's (Highland Ave.)	Brandon	12	0	0	0	2	0	\$354.64	\$29.55		1.26	0.26	6.9
Smitty's (Gibson Dr.)	Mount Pearl	23	2	1	0	4	1	\$662.15	\$28.79	2.56	2.2	0.38	6.7
Smitty's (Rowan St.)	St. John's	20	2	0	0	6	2	\$688.01	\$34.40	1.75	2.98	0.63	6.7