



**SMITTY'S CANADA INC.**

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**BULLETIN #23/21**

DATE: January 28, 2021  
TO: All Franchisees and Corporate Managers  
FROM: Jason Kaytor  
RE: **Weekly Skip Reporting – Week of January 25<sup>th</sup>**

Hello Everyone,

Kudos to our top 5 this week, with 3 of you tied for top spot at 9.7!

Leduc (50th Ave.)	9.7
Kingston (Princess St.)	9.7
Winnipeg (St. James St.)	9.7
Winnipeg (W 580 Pembina Hwy.)	9.6
Winnipeg (Regent Ave.)	9.6

What is even more impressive, is our overall Brand average at 8.98! This is outstanding work by all of you!

Top 3 take-out and delivery tips this week:

1. As Alberta begins to reopen and other markets following soon (fingers crossed), your take-out and delivery sales are going to remain an important piece of your business. Do not let your teams lose focus on this part of your business. Maintaining scores over 9 and positive online sentiment regarding take-out can make a difference of up to 5% of your overall sales. Maintain the outstanding standards of execution that you have been implementing lately by doing a 15-20 minute “Take-out and Delivery” orientation and training with your staff returning to work (what is 5% of your sales in a year? \$60,000-\$70,000 on average).
2. Your team is as competitive as you are! Posting weekly scores for your team is probably the easiest way to motivate them in this segment of your business. Post the weekly results and challenge them to hit new goals. Has anyone ever had a 9.9 score? I don’t think I have ever seen it in my history with delivery and take-out, is it even possible?
3. Restaurant rejected orders hurt you for the entire 28-day cycle. Unlike guest feedback, which can change daily depending on the ratio of positive to negative, when you have a restaurant rejected order and nobody else in your delivery circle does, it hurts your score for the entire 28 days. When looking back at rejected orders, try to determine the factors so you can eliminate them going forward. Was it internet connectivity? Was it a specific employee not familiar with the tablet or technology? Is it the placement of your delivery tablet at certain times of the day? What else could it have been?

Please do not hesitate to contact me directly should you have any questions or concerns at [jkaytor@smittys.ca](mailto: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	Restaurant	Customer	Positive Reviews	Negative Reviews	Food Subtotal	AOV	Order	Resto	Resto Time	Skip Score
			Rejected Orders	Rejected Orders					Push Avg	Hold Avg	To Accept Avg	
(50th Ave.)	Leduc	69	0	1	18	4	\$1,950.62	\$28.27	2	0.68	0.24	9.7
(Princess St.)	Kingston	117	0	2	30	2	\$3,694.47	\$31.58	5	2.79	0.2	9.7
(St James St.)	Winnipeg	339	0	3	64	6	\$12,519.16	\$36.93	1	2.56	0.43	9.7
(580 Pembina Hwy.)	Winnipeg	231	2	1	52	4	\$7,521.53	\$32.56	4.34	2.09	0.66	9.6
(Regent Ave. W)	Winnipeg	220	0	2	34	4	\$7,937.18	\$36.08	1.34	2.31	0.32	9.6
(2835 Pembina Hwy.)	Winnipeg	231	0	1	47	4	\$6,990.62	\$30.26	1.01	1.93	0.37	9.5
(Henderson Hwy.)	Winnipeg	310	0	0	58	3	\$10,782.07	\$34.78	1.27	1.55	0.28	9.5
(Aquitania Blvd. W)	Lethbridge	118	0	2	21	1	\$4,160.86	\$35.26	6.16	2.19	0.32	9.4
(East Lake Cres. NE)	Airdrie	64	0	0	13	1	\$1,813.01	\$28.33	3.14	1.37	0.51	9.4
(George St. N)	Peterborough	144	0	0	37	8	\$4,071.69	\$28.28	2	3.79	0.21	9.4
(Highland Ave.)	Brandon	46	0	0	9	2	\$1,750.87	\$38.06	1.5	1.86	0.24	9.4
(Main St. N)	Moose Jaw	34	1	1	4	0	\$1,008.06	\$29.65		2.14	0.38	9.4
(Kenaston Blvd.)	Winnipeg	115	1	0	20	1	\$4,104.30	\$35.69	1	2.3	0.43	9.3
(McPhillips St.)	Winnipeg	143	0	1	22	3	\$5,165.39	\$36.12	1.03	2.65	0.36	9.3
(Meadowood Dr.)	Winnipeg	175	0	0	28	3	\$6,107.68	\$34.90	1.01	1.88	0.39	9.3
(Nelson Dr.)	Spruce Grove	85	0	2	12	1	\$2,578.34	\$30.33	2.27	1.28	0.33	9.3
(Preston Ave. S)	Saskatoon	61	0	0	12	1	\$1,787.63	\$29.31	1	1.99	0.19	9.3
(E Hills Blvd. SE)	Calgary	58	0	1	10	1	\$2,240.70	\$38.63	3.77	1.79	0.82	9.2
(Leva Ave.)	Penhold	10	0	0	3	0	\$381.29	\$38.13	5	2.2	0.25	9.2
(18th St.)	Brandon	95	0	0	12	1	\$3,327.03	\$35.02	3.73	1.87	0.29	9.1
(44th St.)	Lloydminster	35	0	0	4	0	\$1,066.30	\$30.47	1.95	1.48	0.17	8.9
(114th Ave. NW)	Edmonton	43	0	0	8	2	\$1,362.34	\$31.68	2.25	1.7	0.51	8.9
(9640 Macleod Trl.)	Calgary	33	0	0	15	0	\$1,123.05	\$34.03	4	1.45	0.44	8.9
(Albert St. N)	Regina	145	0	0	24	6	\$4,791.40	\$33.04	2.27	1.48	0.26	8.9
(Tenth St.)	Nanaimo	70	1	0	10	2	\$2,230.44	\$31.86	4.07	2.7	0.74	8.9
(Westwood Dr.)	Winnipeg	78	0	0	11	1	\$2,844.53	\$36.47	2.85	2.95	0.38	8.7
(Manning Crossing)	Edmonton	106	0	0	18	4	\$3,481.94	\$32.85	2.35	1.1	0.27	8.6
(Stony Plain Rd. NW)	Edmonton	66	0	0	8	3	\$2,198.76	\$33.31	4	0.97	0.48	8.6
(Primrose Dr.)	Saskatoon	23	0	0	3	1	\$738.79	\$32.12		2.67	0.52	8.5
(37th St. SW)	Calgary	35	0	0	7	0	\$1,115.08	\$31.86	3.5	2.42	0.84	8.4
(Island Hwy.)	Nanaimo	118	0	1	15	5	\$3,627.24	\$30.74	2.76	2.79	0.31	8.3
(135 Ave. NW)	Edmonton	36	0	0	6	0	\$1,270.71	\$35.30	3	2.81	0.53	8
(Rowan St.)	St. John's	36	0	0	6	2	\$988.13	\$27.45	1.67	3.27	0.64	6.8
(Gibson Dr.)	Mount Pearl	36	0	0	5	3	\$1,333.62	\$37.05	2.93	2.07	0.3	6.7