

Hopdoddy Burger Bar Customers Capture Video Footage For Hospitality Training

Hopdoddy Burger Bar
Best Use of Video
December 2017



Company Background



Company At-a-Glance	
Headquarters	Austin, Texas
Year Founded	2010
Revenue	50M+
Employees	1,000+
Industry	Restaurant -- burgers + beer
Website	hopdoddy.com

Budget and Timeframe

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Overall budget	\$500 – purchasing sound equipment, to pay Trainers, and purchase meals for Guest participants
Number of employees involved	2 – Director of Training & Regional Training Manager
Number of Operations or SMES involved	4 Trainers
Timeframe to implement	2 weeks

Business Conditions & Business Needs

Hopdoddy Burger Bar leaders realized the restaurants' hospitality was slipping. Sales, satisfaction scores, and guest counts had taken a dip. Although the company was opening restaurants faster than ever before, the stores weren't getting the kind of attention from the support team they were used to receive. Something needed to be done.

Thus, company leaders decided to focus on hospitality efforts to help make the dining experience as craveable as Hopdoddy burgers. Given the challenges of limited in-restaurant resources, the decision was made to focus on the heart with an online course that featured some of the restaurant's best employees doing what they do best.

Overview

The course, Hopdoddy Hospitality, engages the team in an innovative way. Although the training is an eLearning course, the participant feels like a part of the action. The camera is the guest's POV – quite literally! Guests held GoPros to capture the footage.

The course teaches the difference between service and hospitality and the participant, by viewing the interaction with the guest twice, is able to distinguish the service points from the moments of hospitality.

The goal was to raise awareness of Hopdoddy hospitality, so the company took a "back to basics" approach that distinguished between service and hospitality, encouraged team members to pick up attributes that would make them successful, and showed them how they could bring out their individuality.

Interactive discussion questions were paired with the video, and a quick pop quiz helped reinforce the learning.

Since rolling out the course, Hopdoddy has experienced a renaissance of hospitality in its restaurants.

Design

The biggest challenge with creating this course was designing it to reflect Hopdoddy's fun, funky, fresh, and positive culture.



At first, filming was done over several days with team members acting in front of the camera in an empty restaurant. Something just didn't seem right or real. A few trainers took part in a troubleshooting session, and one said:

"If this video is about hospitality, we are missing a very important actor. The guest! Hospitality is all about how you engage the guest. We can't fake it."

Brilliant! From there, the project team decided to film in an existing location during a peak time and invite guests to hold GoPros and capture the footage. This change gave the video the real feeling that was needed.

Intentionally, the project team avoided the "what NOT to do" scenarios. Instead, focusing on the positives meant teams learn how to pass on the good vibes only.

Delivery

After completing the course content, it needed to be tested. The project team engaged in a slow rollout, first to the Regional Directors, then Head Trainers and Managers, and finally new and existing team members. Each step of the way, feedback helped the project team implement quick edits.

Measurable Benefits

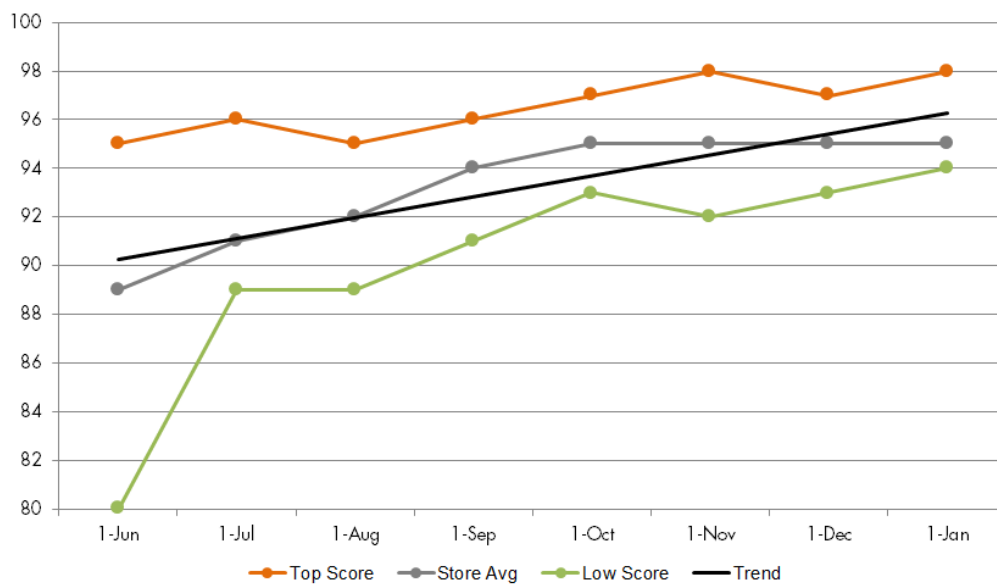
The biggest areas of impact have been to the team member and guest experience. This course has helped to shape how Hopdoddy trains and coaches. When team members know the expectation, they rise to the occasion.

Guests use Humm feedback tablets at the end of each restaurant experience. There has been a three-point increase in guest satisfaction.

Because this course is quick, simple, and focused on one topic, it is easy to identify what is important.

Figure 1: Six Months of Humm Scores

6 months of Humm Scores 20,617 total sessions



Source: Hopdoddy Burger Bar 2017

Overall

The project team learned the importance of getting team buy-in. From the initial stages of making it feel real to soliciting continued impact to keep making it better, having team buy-in is the only way a course will have a lasting impact. The video was fun to develop and even better to feature team members at their best.

For the future, the project team plans to make this video one in a series that includes a focus on guest recovery, hospitality secrets, and Hopdoddy love.



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