

A famous restaurant in NYC decided to hire a firm to figure out why they kept getting bad reviews. What this firm discovered is quite interesting. Below is a transcript that the restaurant posted on Craigslist after they discovered what it was...



"We are a popular restaurant for both locals and tourists alike. Having been in business for many years, we noticed that although the number of customers we serve on a daily basis is almost the same today as it was 10 years ago, the service just seems super slow even though we added more staff and cut back on the menu items...

One of the most common complaints on review sites against us and many restaurants in the area is that the service was slow and/or they needed to wait a bit long for a table.

We decided to hire a firm to help us solve this mystery, and naturally the first thing they blamed it on was that the employees need more training and that maybe the kitchen staff is just not up to the task of serving that many customers.

Like most restaurants in NYC we have a surveillance system, and unlike today where it's a digital system, 10 years ago we still used special high capacity tapes to record all activity. At any given time we had 4 special Sony systems recording multiple cameras. We would store the footage for 90 days just in case we needed it for something.

The firm we hired suggested we locate some of the older tapes and analyze how the staff behaved 10 years ago versus how they behave now. We went down to our storage room but we couldn't find any tapes at all.

We did find the recording devices, and luckily for us, each device has 1 tape in it that we simply never removed when we upgraded to the new digital system!

The date stamp on the old footage was Thursday July 1, 2004. The restaurant was very busy that day. We loaded up the footage on a large monitor, and next to it on a separate monitor loaded up the footage of Thursday July 3 2014, with roughly the same amount of customers as ten years before.

I will quickly outline the findings. We carefully looked at over 45 transactions in order to determine the data below:

2004:

Customers walk in.

They gets seated and are given menus, out of 45 customers 3 request to be seated elsewhere.

Customers on average spend 8 minutes before closing the menu to show they are ready to order.

Waiters shows up almost instantly takes the order.

Appetizers are fired within 6 minutes, obviously the more complex items take longer.

Out of 45 customers 2 sent items back.

Waiters keep an eye out for their tables so they can respond quickly if the customer needs something.

After guests are done, the check delivered, and within 5 minutes they leave.

Average time from start to finish: 1:05

2014:

Customers walk in.

Customers get seated and is given menus, out of 45 customers 18 requested to be seated elsewhere.

Before even opening the menu they take their phones out, some are taking photos while others are simply doing something else on their phone (sorry we have no clue what they are doing and do not monitor customer WIFI activity).

7 out of the 45 customers had waiters come over right away, they showed them something on their phone and spent an average of 5 minutes of the waiter's time. Given this is recent footage, we asked the waiters about this and they explained those customers had a problem connecting to the WIFI and demanded the waiters try to help them.

Finally the waiters are walking over to the table to see what the customers would like to order. The majority have not even opened the menu and ask the waiter to wait a bit.

Customer opens the menu, places their hands holding their phones on top of it and continue doing whatever on their phone.

Waiter returns to see if they are ready to order or have any questions. The customer asks for more time.

Finally they are ready to order.

Total average time from when the customer was seated until they placed their order 21 minutes.