

Department: All Restaurants

Original Date: 06/05/2013

Subject: Comment Card Collection

HID #: 003

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**Purpose:**

To request feedback and capture email addresses from our guests

**Responsibility:**

General Managers responsible for training & implementing the expectations of this policy and maintaining the continued growth of our email list

**Guidelines:**

COLLECTION

1. Every guest receives a verbal invitation to fill out a comment card, provide feedback & stay connected via email. Please provide a pen.
2. Server/bartenders submit all comment cards to the MOD
3. Please respond to all feedback within 24 hours
4. After MOD review, hosts enters all guest information on the opentable or city eats platform
5. Shred 'em. Our guests have trusted us with their personal information, please be respectful and shred them

PROCESS AFTER COLLECTION

- Nothing!

MARKETING TEAM - PROCESS

- Ashley will upload addresses to the appropriate list on a weekly basis (Fridays).
- Then we watch the list grow and grow!