

Summary

OPPORTUNITY	The Dine On 3 restaurant at the Shangri-La's Rasa Sentosa Resort & Spa handles up to 1,000 guests during the peak period (9am-10am) of its breakfast service. With 420 seats, the restaurant has to effectively table-turn 2.4 times within this period to cater to all guests. Guests wait at the greeter stand for the breakfast host to lead them to their tables. The breakfast hosts walk back and forth the length of the restaurant to the greeter stand to serve the next guest. It requires approximately 10 minutes to complete this process to serve a family of 4 guests.
ACTION	<ul style="list-style-type: none">• Introduction of hand puppets• Reduced waiting time for guests• Friendly and cheery atmosphere
RESULTS	<ul style="list-style-type: none">• 20% reduction in guest wait time for breakfast• 65% increase in breakfast service guest satisfaction (comparing Jul 2014 vs Dec 2014)• 16% reduction of Full Time Equivalent required for breakfast service

OPPORTUNITY

REDUCING BREAKFAST WAITING TIME FOR GUESTS & WALKING DISTANCE FOR BREAKFAST HOSTS

The Dine On 3 restaurant at the Shangri-La's Rasa Sentosa Resort & Spa handles up to 1,000 guests during the peak period (9am-10am) of its breakfast service. With 420 seats, the restaurant has to effectively table-turn 2.4 times within this period to cater to all guests. Guests were required to queue in line until they reached the greeter stand at the restaurant entrance. At the greeter stand, restaurant staff also known as breakfast hosts, would then lead guests to their tables. Following this, breakfast hosts were required to walk back and forth the full length of the restaurant to the greeter stand to serve the next guest. As a result of the above pain points, a breakfast host required approximately 10 minutes to complete this process to serve a family of 4 guests.

KEY STEPS

INTRODUCTION OF HAND PUPPETS: Hand puppets were introduced to the breakfast hosts as a form of greeting and signaling aid upon the suggestion of hotel staff.

REDUCED WAITING TIME FOR GUESTS: With this implementation, waiting time for guests to be seated has been reduced. Instead of having to greet each family when they turn up at the greeter stand and walk the entire length of the restaurant back and forth to serve the next guests, time is now saved with the breakfast hosts stationed mid-way in the restaurant, holding the hand puppet up and waving to guests to invite them to their tables.

FRIENDLY AND CHEERY ATMOSPHERE: The usage of hand puppets also befits the friendly and cheery atmosphere in the resort hotel.



HOST ATTENDING TO GUESTS



HOST SHOWING GUEST TO TABLE

Key Success Factor

Eliminating process redundancies can be achieved through simple redesigning of workflow and cost-effective tools.

Project period: Implemented since Jun 2014

Estimated cost: -

RESULTS

REDUCTION IN WAITING TIME, STAFFING HEADCOUNT & IMPROVEMENTS IN GUEST SATISFACTION

With 12 different types of animal-themed hand puppets, the following results were achieved:

- 20% reduction in guest wait time for breakfast.
- 65% increase in breakfast service guest satisfaction (comparing Jul 2014 vs Dec 2014).
- 16% reduction of Full Time Equivalent required for breakfast service.