

Takin' It Outside, Changing the Dining Experience

Charlton's Human Touchpoints Initiative with Minimal Contact Dining

By **Robert W. Charlton, Chef/Owner of Charlton's Grill and Tap**

'Normal' is defined by each of us, as an individual, when deciding to participate in public music events, family activities and especially, Dining Out! As we roll towards Charlton's 4th Anniversary, we bring the hope for normalcy by resuming our evening neighborhood events by **Takin' It Outside!**

Charlton's offers weekly public events for neighbor participation which include:

Open Mic Night on Tuesday's hosted by Derek Ferwerda of The Guitar Room.

Texas Hold'em Poker on Friday's hosted by Team Trivia.

The Originals at Charlton's every Saturday both live & live stream hosted by Jason Von Stein.

Soundcheck Music Bingo (Bingo with a beat) on Sunday for the whole family hosted by Team Trivia.

All events, the actual days, dates (and rain-dates) and times will be posted on Charlton's website, Nextdoor Events, Facebook and announced on Instagram, and Twitter.

Human Touchpoints Initiative (HTI)

Since our cancellation of Open Mic Night on March 17, the CDC has stressed that personal hygiene, disinfect touch surfaces and social distancing but the most important aspect is contact tracing.

Although hygiene and cleanliness are important, Chef Bob believed more was needed to not only combat this virus situation but for the next one. Chef Bob's Human Touchpoints Initiative (HTI) alters our restaurant processes, above sanitary cleaning, to provide our Neighbors a Minimal Contact Dining (MCD) experience in a safe environment.

In simple terms, HTI focuses on minimizing the actual human contact touchpoints by altering the menu, ordering, preparation, plating, service, and cleaning processes for the service of food in the restaurant. Chef Bob constantly alters his menu, food, service processes and dining options like a Parking Lot Picnic to create a safe dining experience that feels as close to 'normal' as possible for Neighbors to dine out again ... at their pace and on their terms!

Changing the Dining Experience

Yes, you can walk in, sit down, and dine at Charlton's like you have done in the past. Yet, our market research of Neighbors in the surrounding 65 Neighborhoods, found 4 considerations for the 'new' dining out.

4. Dining options that meet most people's definition of 'normal.'
3. Enjoy a 'normal-as-possible' dining experience.
2. Minimal Contact Dining (MCD).

The #1 consideration; Take control of their dining.

Most neighbors have no issue 'dining for an hour' but when YOU decide it is time to leave, the server can never be found and even then, you still must wait. However, they thought it unique to order and pay for all food and drink prior to arrival then having that food made fresh upon arrival then leave when done.

Chef Bob's HTI enables Minimal Contact Dining by selecting your dining preference available by phone and through Charlton's Online Ordering (www.cgt-mobilbytes.com) all from your phone in the palm of your hand.

What happens if you need more food, beer, or wine? Ask a server or use your phone for Minimal Contact Dining to get what you need.

Charlton's Family and Staff



thank the 30 Neighborhoods for voting

Charlton's Grill and Tap

a 2020 Winner in 2 Categories

Go-To Restaurant and Takeout

Expand Dining Options

Like all restaurants with online ordering, Charlton's has options for Carryout and Curbside pickup however additional options have been added to our online ordering system allowing for our Neighbors to select the type of on-premises dining they would like to enjoy.

Charlton's offers four (4) on-premises dining options so our Neighbors can dine at what they consider to be their 'normal.' All dining options are described here (<http://charltonsgrillandtap.com/wp-content/uploads/2020/06/Dining-Preference.pdf>).

When using Charlton's Online Ordering for dine-in, you must complete Dining Preferences section. This tells us the area where you would like to dine upon your arrival.

Dine-in selection is for interior dining, but seating is limited due to the 6+ feet apart rule with table capacity up to 6 people. Parties of 10 need advanced reservation.

Beer Patio selection is for outdoor Patio seating with 5 round tables, comfortable seating up to 5 people per table and all tables are set 6+ feet apart.

Beer Pet Patio selection tells us to expect a dog on our Beer Pet Patio. We provide a water bowl and proudly have a snack serving of locally produced Lucy's Mutt Loaf.

Parking Lot Picnic selection is perfect for those who want to dine-out not ready to sit around people or due to limited seating, prefer to setup camp chairs in our parking lot. We deliver food, soda, beer, and wine to you at your car. Enjoy dining out on Your terms!

HTI Limitations, Frustrations and Social Backlash

Charlton's HTI manages the health and safety of our family, staff, neighbors, and is our effort to provide a dining solution by minimizing the touchpoint contacts with customers but it is not perfect.

We thank our Neighbors for the patience as we implement this process and who will support us as we make mistakes, provide their feedback, allow us to adjust and make our HTI system better over time.

The #1 HTI customer frustration trigger will be seating and that a paid online order, does not guarantee an individual or group a seat upon arrival.

So, you used online ordering for a 5 pm arrival on the patio but due to an accident on Old Alabama at Newtown Park, you arrived at 5:55 pm. Should it be the expectation that the table be held 55 minutes until you arrive? What about the other people who arrived on time?

Other potential causes for customer frustration and social media backlash with HTI include:

Limited seating availability due to 6-foot seating requirements so all seats are first-come, first-serve that leads to ...

Anger and Frustration for those who are not aware of Charlton's HTI, our new systems and use of ...

Minimized staff in both kitchen and servers so it seems we are short-staffed while waiting for ...

Food-made-fresh-to-order for all orders. Order online or walk-in, all burgers, cheesesteaks, sandwiches, wings, etc. will be made when you arrive. Fresh made is key but it can also cause ...

Longer cook times for some menu items that gives people the impression that we have ...

Slow Service. However, with an open kitchen, it is hard to hide the fact we are working.

The HTI process is slow and difficult in this ever-changing world of regulations. The goal at Charlton's is to minimize customer frustration points by keeping our Neighbors and customers informed while seamlessly implementing changes that will create a safe dining environment that is as close to 'normal' as possible.

Market Research Results

Chef Bob conducts Charlton's market research and here is some of the information gathered from our Neighbors. (March 18 through May 31, 2020)

- 'Normal' is defined by each individual, especially for Dining Out!
- If dining out, most neighbors are more comfortable in an open space like a patio than the interior dining room.
- Neighbors dining have asked if we could...
 - Speed up the meal as they don't want to sit for a long time.
 - Make dining-in more contact-free
 - Utilize one-use dining ware (plates, cups, etc.) but keep the metal silverware.
- Insights and answers to our questions.
 - 92% of phone orders prefer Carryout or Curbside pickup over free food delivery.
 - 63% of those declined delivery as they just wanted to get out of the house.
 - 124% week over week increased use of Charlton's Online Ordering.
 - 83% of those asked, said they used Online Ordering as it was 100% contact-free when using Curbside Pickup.
- Asked if we started to provide live music (Open Mic, our Originals), Texas Hold'em Poker or our family music bingo called SoundCheck, what would be their key concerns to attend? The top 4 are:
 - Seating space
 - How many people are touching things or HTI
 - Sanitary management of dining area
 - Ordering Food

http://charltonsgillandtap.com/wp-content/uploads/2020/06/CGT-Phase-IV_TakinItOutside.pdf