



MAKER PIZZA

**FRONT OF HOUSE
TRAINING GUIDE**

UPDATED: MAY 2023

LOCATION:

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1. INTRODUCTION

WALKTHROUGH

- ☐ Tour of the store, highlighting any key areas – FOH, BOH, storage
- ☐ How our pizza is made start to finish

ONBOARDING

- ☐ Invited to 7shifts
- ☐ Invited to Slack
- ☐ Added to Slack channels
- ☐ Set up on Revel
- ☐ Email address sent to HR (fedra@makerpizza.com)
- ☐ Digital on-boarding form received

MANAGEMENT

UPPER MANAGEMENT:

Shlomo: Founder & C.E.O.

Matty Matheson: Partner & Chief Brand Officer

Ophir: C.O.O. (Chief Operating Officer)

Fedra: Director of Human Resources

Doni: Director of Operations

Eni: Prep Team Manager

Nate: Dough Team Manager

Danny: Front of House Manager

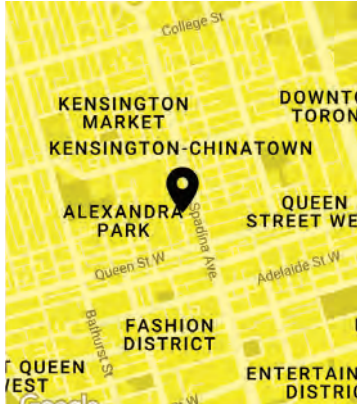
STORE MANAGEMENT:

Each store has a General Manager, Assistant Manager, Front of House Lead(s) and Driver Manager.

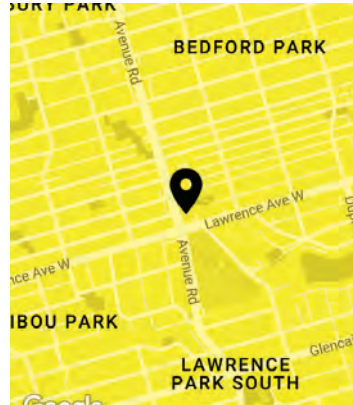
All co-workers and managers can be contacted directly through Slack.

1. INTRODUCTION

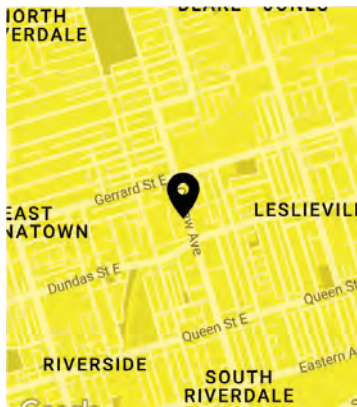
LOCATIONS



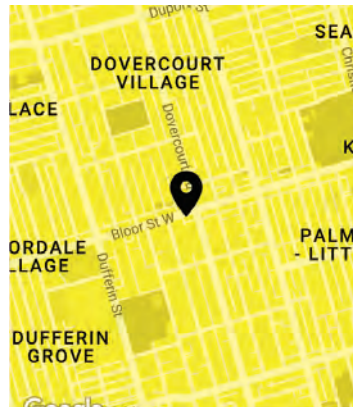
**"Cameron" - 59 Cameron Street
(Queen and Spadina)**



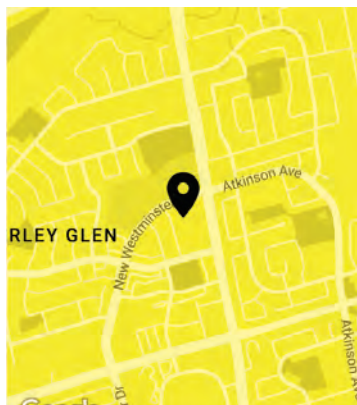
**"Avenue" - 1537 Avenue Road
(Avenue and Lawrence)**



**"Carlaw" - 388 Carlaw Avenue
(Carlaw and Gerrard)**



**"Bloor" - 995 Bloor Street West
(Bloor and Dovercourt)**



**"Thornhill" - 8020 Barthurst Street
(Barthurst and New Westminster)**

**"Bayview" - 1674 Bayview Avenue
(Bayview and Hillsdale Avenue)
Opening May 2023**

The Call Centre is located at the Avenue Road location.

Same phone number for all locations:
416-782-2000. The customer then
selects which location they would like
to order from.

1. INTRODUCTION

OPENING HOURS

ALL LOCATIONS (EXCLUDING THORNHILL):

MONDAY - WEDNESDAY: 11:30AM - 9:00PM

THURSDAY - 11:30AM - 9:30PM

FRIDAY - 11:30AM - 10:00PM

SATURDAY - 12:00PM - 10:00PM

SUNDAY - 12:00PM - 9:30PM

THORNHILL ONLY:

MONDAY - WEDNESDAY: 11:00AM - 9:00PM

THURSDAY - 11:00AM - 9:30PM

FRIDAY - 11:00AM - 10:00PM

SATURDAY - 12:00PM - 10:00PM

SUNDAY - 12:00PM - 9:30PM

- FOH openings shifts start 30 minutes before your store opens.
- FOH closing shifts end 30 minutes after your store has closed.

1. INTRODUCTION

F.O.H. RESPONSIBILITIES

- Taking orders from customers, providing them with accurate pick-up and delivery times, passing on accurate information to the kitchen.
- Providing the highest quality customer service at all times.
- Ensure orders are spread out so the kitchen does not become overwhelmed, while keeping preparation times reasonable for customers.
- To have an in-depth understanding of menu, products and operations.
- Managing inventory of certain products like drinks, dips and cookies.
- Packing side products in a presentable manner, making sure everything is ready to go when the customer arrives.
- Clear communication with all departments – kitchen, call centre, delivery drivers, management – to ensure great service is provided.
- Problem solving when incidents occur, making sure the customer leaves satisfied with how an incident was handled.
- Issuing credits and refunds when necessary.
- Checking Slack to stay up to date on new products and procedures.
- Maintaining a clean and orderly workspace.
- Creating a welcoming and pleasant environment for guests to enjoy.

1. INTRODUCTION

UNIFORM



BLACK HAT/HAIRNET

Solid Black Hat (no sayings or graphics)
Hairnet must be worn if not wearing a hat
Hair (longer than chin) must be tied back tightly secure

BLACK T-SHIRT

Solid Black Cotton Shirt (no sayings or graphics)
Short Sleeve or Long Sleeve
Length must reach the top of your jeans
No sleeveless or crop tops

BLACK JEANS

Solid Black Jeans (no rips or embellishments)
Length must reach your shoes.
No crop jeans or capri jeans
No exposed skin from your socks/shoes to your jeans

BLACK SOCKS

Solid Black Cotton Socks
Length must reach your jeans
No ankle socks or no-show socks
No exposed skin from your socks/shoes to your jeans

BLACK NON-SLIP SHOES

Solid Black or Yellow Closed Toe Shoes
Must be Non-Slip & Have the Non-Slip Icon
In good working condition. No holes or sips.

1. INTRODUCTION

SCHEDULE PROTOCOLS

- You should not clock in any earlier than 5 minutes before your shift unless told otherwise by the management team.
 - Time-off must be submitted at least 2 weeks before the start day of vacation.
 - Availability should be submitted by Tuesday for the following week.
 - If you are sick, you must call at least 4 hours before your shift. You must help find cover for your shift, as well as posting it as 'up for grabs' in 7shifts. Store management must be informed too.
 - If you would like to swap a shift, it must be submitted in 7shifts and approved by your manager.
 - If your availability is not submitted before the schedule is published and you cannot work a shift, you must find cover or work the shift.
 - Your schedule will be made by your store managers. Speak to them directly about your availability as well as submitting it in 7shifts.
 - Any vacation requests over 4 weeks should be submitted to HR as well as store management.
- ☐ How to punch in and out of your shift
 - ☐ How to submit weekly availability
 - ☐ How to request time off
 - ☐ How to trade a shift with another employee
 - ☐ How to post a shift as 'up for grabs'
 - ☐ How to access opening/closing duties list

PAY AND TIPS

- Payment will be deposited directly into your bank account every other Friday.
- Tips are paid out separately, cheques will be handed to you directly.
- Paystubs will be emailed to you directly.

1. INTRODUCTION

MENU AND PRODUCTS

- Emphasis on house-made and from-scratch at our commissary kitchen.
- We source the highest quality ingredients for all menu items.
- All house-made products are distributed every morning from the commissary by the van team. Dough, cookies, toppings, sauce, dips etc.
- “It must be made perfect or it must be made again”. Quality first, zero compromise.
- A constant rotation of specials to keep the menu interesting and customers engaged with the brand.
- Customer service and product quality are of equal importance.
- Alongside our pizza we offer wings, salads, homemade cookies, garlic fingers and more.

APPS AND PLATFORMS

7shifts: Scheduling

7punch: Punching in and out of shifts

7tasks: Opening and closing duties – accessed via 7shifts menu

Slack: Workplace communication

Revel: POS – all orders are added to this system

Clover: Credit and debit payments – countertop and handheld devices

WhatsApp: Delivery Driver ETA

Tattle: Customer survey feedback

Maker App (built by Smooth): Digital ordering platform - also on our website.

MarketMan: Ordering and inventory (Kitchen only)

UberEats, Doordash, Skip the Dishes, Ritual, Thriver: 3rd party ordering

2. MENU & PRODUCTS

2. MENU & PRODUCTS

PIZZA

- Small pizza 12" - 4 slices (1-2 people).
- Large 16" - 8 slices (2-4 people).
- Pizzas take around 5 minutes to cook.
- No gluten free pizza options.
- Vegan option: Maker Marinara. Or a vegetarian red base pizza with no cheese.
- Red base pizzas can be made with no cheese at all. White pizzas cannot as the dough will burn.
- Only half and half options: Dr Pepperoni and Cheese/Siena Margherita
- No substitutes. Extra toppings will be charged for.
- Customizations are limited to a few toppings. Options for extra toppings can be found on the menu.
- Cheese and sauce modifications are only available on whole pizza. E.g. "No cheese on half" is not possible. "Light sauce on half" is not possible.
- Topping modifications are available on half pizza. E.g. "Add mushrooms on half" is possible.
- We only serve one type of crust/dough - no thin/thick crust.
- We don't offer a 'lightly cooked' option. We do offer 'well done'.
- Our white base pizzas do not use a 'white sauce'.

TRAY PIES (DISCONTINUED)

- Served in the same box as our large pizza (16" x 16")
- Tray pies feed 4-6 people
- Comes cut into 9 large square slices (3x3)
- Can be cut into 16 slices if requested (4x4)
- Limited quantity when in stock, usually 2-3 pies
- Takes longer to prepare than regular pizzas, around 30-45 minutes. Always check with the kitchen how long they need to prepare a tray pie.
- Selected locations only. Cameron Street & Avenue Road
- Tray pies only on Sunday to Thursday - not available Friday/Saturday
- Can be ordered from other locations (Bloor/Thornhill/Carlaw) but only as catering orders, giving the dough team a few days notice
- Only two options for tray pies: Cheese Tray and Pepperoni Tray
- No additional toppings or customizations for tray pies

2. MENU & PRODUCTS

SALADS

- Salads are served as an individual portion.
- Catering size salads are available. Must be ordered 2-3 days in advance so we can order produce.
- Baby Gem salad is similar to a caesar salad. Comes dressed in a garlic vinaigrette with gremolata (homemade breadcrumb dressing) on the side.
- Baby Gem can be made gluten-free if you remove the gremolata.
- Chopped salad includes: meat, cheese and spicy relish, so it has a kick. Can be made vegetarian by removing salami, vegan by removing cheese and salami.
- Chopped salad comes with 'Maker Vinaigrette'.
- Not available on 3rd party apps.

WINGS

- Wings are not breaded so they are gluten-free
- Deep fried in canola oil then tossed in lemon pepper/buffalo.
- 10 wings per portion. 5 drums, 5 flats, dip of choice and celery sticks.
- Wings are portioned in-house so customer cannot request '10 drums' or '10 flats'.
- Price includes a 4oz Dill Ranch or Blue Cheese dip. Guests can order both for an extra \$3.50.
- Wings take 6-7 minutes to prepare. 5 minutes in the fryer and 1-2 minutes to finish.
- Buffalo = spicy. Lemon pepper = not spicy.
- Wings are available on 3rd party apps.

COOKIES

- Made in-house, baked fresh every morning at our commissary kitchen.
- Cookies are never kept overnight. Always tossed/stuffed/handed out.
- We pack cookies as soon as they're ordered to help us keep on top of counts.
- All 4-packs of cookies come with a homemade cookie dip.
- There are no nuts in the cookies, but they may contain traces.

2. MENU & PRODUCTS

BODEGA

- Bodega meats cannot be modified as they are portioned together in-house. Requests like 'no salami' or 'turkey only' CANNOT be fulfilled.
- Bodega salad/veg and cheese CAN be modified as it is prepared to order. Requests like 'no jalapeno' or 'no provolone' CAN be fulfilled.
- Bodega is a large portion, feeds 1-2 people.
- This product comes with a sesame roll and cannot be substituted.
- Price includes a bag of Ruffles chips and pepperoncini on the side.
- Breads are baked daily by Bomou Artisinal Bakery. Storefront located on Bayview.
- Spare bodega breads are never kept overnight, always thrown out/stuffed.
- Not available on 3rd party apps.

DIPS

- All dips are made from scratch in-house.
- 5 day shelf life, including the day it was prepared.
- Dips are 4oz. We recommend 1 dip per 4 slices. 1 dip for a small , 2 for a large.

SLICES

- Slices pies are 20" pizzas cut into 8 slices.
- A thinner crust than our regular pizzas.
- Only available from store opening till approximately 4pm – lunchtime only.
- Options are limited, not every pizza on our menu is available as a slice.
- Slice combos are available. Slice + 2oz dips + can of pop for discounted cost.
- Slices and slice combos are sold at a discounted cost for students.
- Slices are not available for delivery.
- Quicker to prepare than whole pizzas, generally takes 2 minutes to prepare.
- Slice specials change on a weekly basis. Slice specials are referred to as 'LTO Slice' (limited time only).

2. MENU & PRODUCTS

INGREDIENTS

Salsa Verde:

Translates to 'green sauce'. Made up of olive oil, fresh herbs, garlic, salt, pepper and lemon juice. Served on Tropic Thunder and Salsa Verde dipping sauce.

Caramelized Onions:

White onions slowly cooked down into a jam-like texture, finished with butter. Served on the Franks Best.

Gremolata:

A dry garnish made up of bread crumbs and home made lemon pepper seasoning. Served on the side of our Baby Gem salad.

Mascarpone:

A soft Italian cheese, similar texture to cream cheese. Served on our So Mushroom pizza.

Grana Padano:

A hard Italian cheese, similar to parmesan. It is freshly grated straight onto our So Mushroom pizza as soon as it comes out of the oven.

Fior de Latte:

Translates to 'Flower of Milk'. A soft mozzarella made with cows milk.

Dulce de Leche:

Sweet caramel-like sauce made of milk and sugar. Also known as caramelized milk. Included in our dulce de leche double chocolate cookie.

Cookie Dip:

A homemade Oreo filling dipping sauce, served along side our homemade cookies.

Crust Finishers:

An optional add on to any of our pizzas. When the pizza comes out of the oven, honey is added to the crust, before adding everything bagel seasoning, toasted sesame seeds or poppy seeds.

2. MENU & PRODUCTS

ALLERGIES

At Maker, we do not make any guarantees when it comes to allergies. We will modify our products if requested by the customer, but we **MUST** communicate this does not mean the allergy is accommodated for.

“We have made a note on your order regarding your allergy, however, this does not guarantee that your order will not come into contact with these allergens.”

The allergy must be clearly noted on the order in Revel, it cannot be hand written on the chit. Adding the allergy in the POS creates a traceable note.



NUTS

Our recipes and products do not include any types of nut, however we cannot guarantee that all ingredients will be nut-free. Therefore, Maker's facilities are not nut-free. "Our facilities are not nut-free so our products may contain traces".

2. MENU & PRODUCTS

MENU FAQs

Q: Are your cheeses pasteurized?

A: "All of our cheeses are pasteurized except for grana padano"

Q: Can I have no cheese/extra cheese on half the pizza?

A: "Unfortunately not, we can only make modifications to cheese for the whole pizza. When the cheese melts it will cover the entire pizza"

Q: Do you make gluten free pizza?

A: "Unfortunately not, however our wings and salads are gluten free"

Q: Can you make the pizza without the burnt spots on the crust?

A: "Unfortunately not, the 'leoparding' is a signature of our pizza. It is a byproduct of how we cook our pizza and cannot be reduced/removed"

Q: Can you make my pizza lightly done?

A: "Unfortunately, we do not offer this cook option"

Q: I ordered a pizza on Uber Eats, I didn't see the option to make any changes

A "Unfortunately we do not offer any modifications on third party apps"

Q: Does your dough contain egg or soy?

A: "No, the only ingredients are flour, water, salt and yeast"

Q: Can I add everything bagel/sesame crust without the honey?

A: "Unfortunately not, the seasoning/sesame will not stick to the crust without honey"

Q: Do your dips contain egg or dairy?

A: "Yes, our dipping sauces contain eggs and dairy"

Q: Can you add chilli flakes to only half of the pizza?

A: "For our finishers, we cannot modify half of the pizza, the full pizza only. However, we can serve the chilli flakes on the side"

Q: Can I order the Cheese Pizza without garlic?

A: "Unfortunately not, our tomato sauce contains garlic"

2. MENU & PRODUCTS

MENU FAQs

Q: If I remove the jalapenos from the Napoli Dynamite, will it still be spicy?

A: "Yes, our homemade sausage is spicy"

Q: Can you make the Franks Best with tomato sauce?

A: "Unfortunately, we do not offer our white base pizzas as red base"

Q: Can you make the So Mushroom with no cheese at all?

A: "Unfortunately we cannot make our white base pizzas with no cheese as the dough will burn. However, we can make our red base pizzas with no cheese"

Q: Do you offer any vegan pizzas?

A: "Yes, we have our Maker Marinara on the menu, it has no cheese so it's vegan"

Q: Can I add vegan cheese to the Maker Marinara?

A: "Unfortunately, we do not offer any vegan cheeses"

Q: Can I add caramelized onions to my pizza?

A: "We only offer the caramelized onions on the Franks Best. Our vegetable add-ons are limited to jalapeno, green olives and pickled jalapenos"

Q: Does your pepperoni or homemade sausage contain beef?

A: "Yes, our pepperoni contains pork and beef"

Q: Do you sell your pizza dough?

A: "We do not sell our pizza dough"

Q: Can I order half and half pizza?

A: "The only half and half options are: Cheese and Dr. Pepperoni, Siena Margherita and Pepperoni"

3. APPS AND TABLETS

3. APPS AND TABLETS

REVEL (POS SYSTEM):

IMPORTANT: NO PAYMENTS OR REFUNDS ARE PROCESSED THROUGH REVEL.

The following list of Revel how-tos must be demonstrated by an experienced Front of House team member.

COVERED RECAPPED

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Refresh each station |
| <input type="checkbox"/> | <input type="checkbox"/> | Open the till using iPad |
| <input type="checkbox"/> | <input type="checkbox"/> | Check/confirm a delivery address |
| <input type="checkbox"/> | <input type="checkbox"/> | Add a service fee - delivery fee and auto-gratuity |
| <input type="checkbox"/> | <input type="checkbox"/> | Close various order types - Maker App, Shlomo Comp etc. |
| <input type="checkbox"/> | <input type="checkbox"/> | Split a bill - evenly and by item |
| <input type="checkbox"/> | <input type="checkbox"/> | Multi-tender payments |
| <input type="checkbox"/> | <input type="checkbox"/> | Add a credit to an account |
| <input type="checkbox"/> | <input type="checkbox"/> | Check for a credit |
| <input type="checkbox"/> | <input type="checkbox"/> | Apply preset and custom discounts |
| <input type="checkbox"/> | <input type="checkbox"/> | Change an order type - e.g. pick up to delivery |
| <input type="checkbox"/> | <input type="checkbox"/> | Reprint a chit |
| <input type="checkbox"/> | <input type="checkbox"/> | Delete/void an order |
| <input type="checkbox"/> | <input type="checkbox"/> | Advance search for an order |
| <input type="checkbox"/> | <input type="checkbox"/> | Check the status of a delivery order |
| <input type="checkbox"/> | <input type="checkbox"/> | Check what time an order came in |
| <input type="checkbox"/> | <input type="checkbox"/> | Check what time an order is due |
| <input type="checkbox"/> | <input type="checkbox"/> | Use 'Manager Customer' screen - provide use cases |
| <input type="checkbox"/> | <input type="checkbox"/> | Update and refresh inventory screen |
| <input type="checkbox"/> | <input type="checkbox"/> | Search for items not shown on inventory screen |
| <input type="checkbox"/> | <input type="checkbox"/> | 'Grey out' sold out items |
| <input type="checkbox"/> | <input type="checkbox"/> | Issue gift card - add amount and process payment |
| <input type="checkbox"/> | <input type="checkbox"/> | Check gift card amount |
| <input type="checkbox"/> | <input type="checkbox"/> | Email an itemized receipt |
| <input type="checkbox"/> | <input type="checkbox"/> | Run 'End of Day' process |

Settings:

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Determine which station you're working on |
| <input type="checkbox"/> | <input type="checkbox"/> | Redirect chits/receipts to different printer |

3. APPS AND TABLETS

MAKER APP (CUSTOMER APP):

- Customers only earn points by ordering through Maker App
- Customer does not have to tip on Maker App
- Maker App does not accept multiple tenders for an order
- Customers earn 1 point for every \$ spent through Maker App (subtotal)
- Rewards: 200 points for a small pizza, 300 for a large pizza
- Customers cannot change their email address or phone number through the app - they must email danny@makerpizza.com to make these changes

Download Maker App on your phone and log in using the credentials below:

Username: danny@makerpizza.com Password: M@kerpizza123

The following list of Maker App how-tos must be demonstrated by an experienced Front of House team member.

COVERED RECAPPED

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Select a location to order from |
| <input type="checkbox"/> | <input type="checkbox"/> | Place an order start to finish |
| <input type="checkbox"/> | <input type="checkbox"/> | Place an order for a combo |
| <input type="checkbox"/> | <input type="checkbox"/> | Select ASAP/scheduled order |
| <input type="checkbox"/> | <input type="checkbox"/> | How to redeem loyalty points and add free product to basket |
| <input type="checkbox"/> | <input type="checkbox"/> | How to remove auto selected tip |

3. APPS AND TABLETS

MAKER APP (RESTAURANT APP):

- All orders through Maker App are already paid
- Store credit is not integrated with Maker App
- Maker App orders cannot be partially refunded - full refunds only
- All Maker App orders are same day only, no orders for future dates
- We cannot 'block-off' full or unavailable time slots
- Maker App orders must be entered into Revel manually
- Will sometimes be referred to as 'Smooth' - app is built by Smooth Commerce
- Must add "PRE-PAID MAKER APP" tag to all Maker App orders

The following list of Maker App how-tos must be demonstrated by an experienced Front of House team member.

COVERED RECAPPED

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Determine difference between ASAP and scheduled orders |
| <input type="checkbox"/> | <input type="checkbox"/> | Reprint scheduled/future orders |
| <input type="checkbox"/> | <input type="checkbox"/> | Change pick up and delivery prep times |
| <input type="checkbox"/> | <input type="checkbox"/> | View past orders and order details |
| <input type="checkbox"/> | <input type="checkbox"/> | Access store settings and disable ordering if necessary |
| <input type="checkbox"/> | <input type="checkbox"/> | Check and update product availability |
| <input type="checkbox"/> | <input type="checkbox"/> | Check order history and refund order |
| <input type="checkbox"/> | <input type="checkbox"/> | Troubleshoot printer settings |
| <input type="checkbox"/> | <input type="checkbox"/> | Close and reset app |

Points can be manually added to Maker App accounts in some situations:

- If there is an issue with Maker App which prevents the customer using it
- If the customer places a catering order over the phone

3. APPS AND TABLETS

UBER EATS

- Uber Eats delivery drivers **MUST** have insulated delivery bag
- Not all menu items are on Uber eats - Bodega, salads, rotating specials
- Only 12" pizzas offered, no large pizzas
- Uber orders have to be 'closed' manually in Revel
- Customers cannot make modifications through Uber Eats
- Some drivers collect multiple orders so we must label each pizza/item
- Uber orders **DO NOT** have to be punched into Revel, they will send to the kitchen automatically

The following list of Uber Eats how-tos must be demonstrated by an experienced Front of House team member.

COVERED

- ☐ Mark items as sold out
- ☐ Activate/deactivate 'busy mode'
- ☐ Check past orders
- ☐ Contact the customer
- ☐ 'Close' an Uber order in Revel
- ☐ Manually enter (and close) Uber Eats order in Revel
- ☐ Edit and reprint Uber Eats order in Revel

3. APPS AND TABLETS

SKIP THE DISHES

- Skip orders must be punched into Revel manually, similar to Maker App
- Skip delivery drivers must have insulated delivery bag
- Products on skip are priced differently to in-house menu
- Skip products have their own category in Revel
- This app DOES NOT support 'order ready' function
- Pick-up time must be added to the order, 3-5 minutes before driver arrives
- Must add "PRE-PAID - SKIP" tag to orders in Revel

COVERED

- ☐ Accept order and enter into Revel
- ☐ Which products to add to Skip the Dishes orders
- ☐ Mark items as sold out
- ☐ Contact the customer

DOORDASH

- Doordash orders must be punched into Revel manually, similar to Maker App
- Doordash delivery drivers must have insulated delivery bag
- Products on Doordash are priced differently to in-house menu
- Doordash products have their own category in Revel
- Item availability works similarly to Uber Eats
- Must add "PRE-PAID DOORASH" to orders in Revel

COVERED

- ☐ Accept order and enter into Revel
- ☐ Which products to add to Doordash orders
- ☐ Mark items as sold out
- ☐ Contact the customer

RITUAL (CAMERON ST. ONLY)

- Pick up orders only, no delivery option
- Must be entered into Revel manually
- Pick up time must be added to order in Revel
- Cameron Street is the only location that uses this app

3. APPS AND TABLETS

TATTLE

- Tattle allows customers to give detailed feedback about their Maker experience.
- A text will be sent to every pick up customer asking them to leave feedback.
- There is also a QR code on our receipts that links to feedback page.
- Tattle allows us to track incidents at each locations and make necessary improvements.
- Asking for direct feedback keeps review off of public sites like Google and Yelp.
- Responses will be sent to the managers of each location.
- It is the FOH Manager/FOH Lead's responsibility to respond to customers and address issues.
- Incidents that could have been dealt with by FOH may be shared to “#customer-service” channel in Slack. This allows the FOH team to review the complaint and understand how we could deal with similar situations in the future.

Head to the feedback page:

www.makerpizza.com/feedback

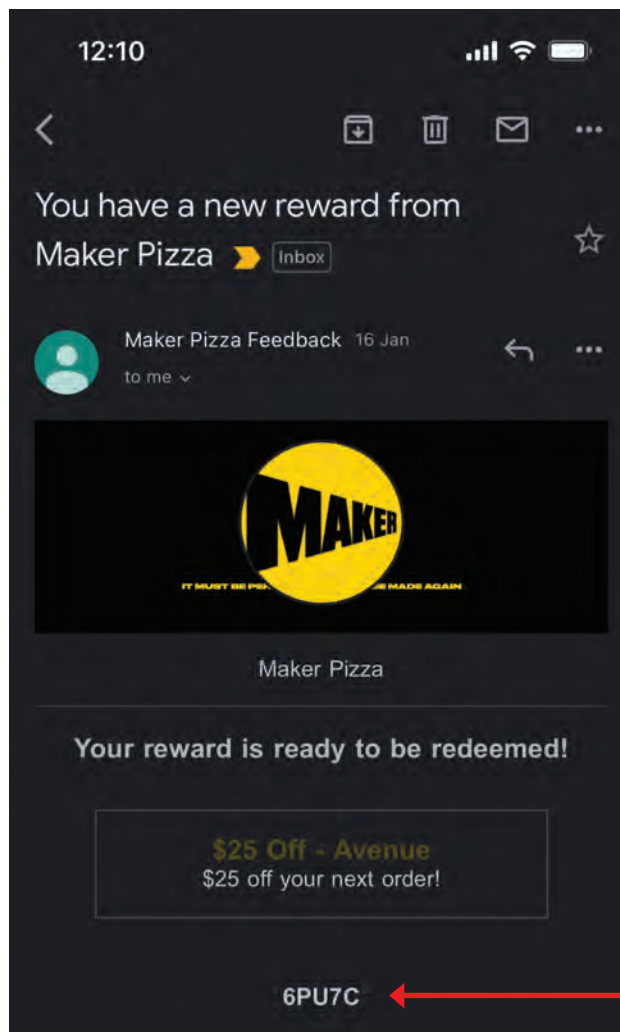
The manager console showing feedback from all locations:

Location	Customer	CER	Average Score	Completed	Experienced	Redeemed	Messaged
2 Avenue MAKER APP Order - Pickup Experience >	sarah.m.lachows...	5 ★	100%	Saturday Jan. 14th 2:05 pm	Saturday Jan. 14th 1:30 pm		
2 Avenue Call Ahead Order - Pickup Experience >	brendanmatthew...	5 ★	97%	Saturday Jan. 14th 10:59 am	Friday Jan. 13th 7:30 pm		
2 Avenue Call Ahead Order - Pickup Experience >	jdmeck@hotmail...	1 ★	41%	Friday Jan. 13th 11:04 pm	Friday Jan. 13th 9:30 pm		15 hrs 17 mins to reply
5 Bloor St. W Call Ahead Order - Pickup Experience >	martha.kehoe@i...	5 ★	97%	Friday Jan. 13th 8:32 pm	Friday Jan. 13th 8:30 pm		
2 Avenue Call Ahead Order - Pickup Experience >	atomikpunk64@...	2 ★	87%	Friday Jan. 13th 8:24 pm	Friday Jan. 13th 7:30 pm		18 hrs 10 mins to reply
6 Thornhill Call Ahead Order - Pickup Experience >	eetfuk80@gmail...	5 ★	100%	Friday Jan. 13th 8:13 pm	Friday Jan. 13th 6:30 pm		
2 Avenue MAKER APP Order - Pickup Experience >	jerry.fairborn@i...	5 ★	97%	Friday Jan. 13th 8:09 pm	Friday Jan. 13th 6:30 pm		
6 Thornhill Call Ahead Order - Pickup Experience >	coop66@rogers...	5 ★	88%	Friday Jan. 13th 8:04 pm	Friday Jan. 13th 6:30 pm		
2 Avenue Call Ahead Order - Pickup Experience >	allisonzeltzer@g...	5 ★	91%	Friday Jan. 13th 7:42 pm	Friday Jan. 13th 7:38 pm		
5 Bloor St. W Call Ahead Order - Pickup Experience >	morrisyyz@gmail...	5 ★	94%	Friday Jan. 13th 7:38 pm	Friday Jan. 13th 7:29 pm		
5 Bloor St. W Call Ahead Order - Pickup Experience >	anne.brackenbur...	4 ★	91%	Friday Jan. 13th 7:27 pm	Friday Jan. 13th 6:30 pm		

3. APPS AND TABLETS

TATTLE

- If customers are not happy with their experience and leave a negative review, we have the option to send a discount voucher for their next order. This voucher is accompanied by an apology email.
- The reward voucher will be sent via email and it will include a 5 digit discount code.
- Preset Tattle discounts can be found in the discount menu in the order screen. When the discount is selected, you will be prompted to insert the 5 digit code.
- Any review 3-stars or lower are classed as an 'incident' and qualify for an apology email and discount code.
- All incidents are reviewed on a case-by-case basis, managers may choose to reach out to customers directly.



5 digit code that must be entered into Revel

3. APPS AND TABLETS

CLOVER TERMINALS

- The handheld/countertop Clover terminals are used to take payments at the store or over the phone
- Clover terminals are also used to process refunds at the the store or over the phone
- We do not store any credit card details, we must take card details for every payment and refund
- We cannot process refunds or payments over the phone using debit cards – credit only
- Refunds do not have to be made to the same card that was used for the purchase
- Refunds must always include HST (Harmonized Sales Tax)
- Debit card payments CAN be processed at the store by tapping or inserting the card
- The location-specific PIN must be entered to access the refund screen
- The same PIN must also be entered to access the terminal settings
- If a delivery order has autograt and the customer would like to pay over the phone, the tip option must be skipped – the auto gratuity is the tip
- Receipts from previous transactions can be printed by going to the “Transactions” screen
- Receipts can also be emailed/text to customers once the payment has been made. Keep in mind, this will not send an itemized copy. Itemized receipts must be emailed to customers through the payment screen in Revel

COVERED RECAPPED

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | How to unlock using quick access |
| <input type="checkbox"/> | <input type="checkbox"/> | How to unlock using refund code |
| <input type="checkbox"/> | <input type="checkbox"/> | How to take a payment over the phone |
| <input type="checkbox"/> | <input type="checkbox"/> | How to process refund at the store |
| <input type="checkbox"/> | <input type="checkbox"/> | How to process refund over the phone |
| <input type="checkbox"/> | <input type="checkbox"/> | How to print receipt from previous transaction |
| <input type="checkbox"/> | <input type="checkbox"/> | How to change receipt roll |

3. APPS AND TABLETS

THRIVER

Thriver is a 3rd party app that is used to place large catering orders. Thriver orders are prepared and sent from select locations. You will be asked to punch in these orders by Fedra. Open the Thriver page in the web browser and use the instructions below to enter the order. Double check all details before closing the order in Revel.

Open the Thriver portal in web browser:

<https://provider.thriver.com>

Log in using the following credentials:

Email: info@makerpizza.com

Password: M@kerP!zza4

Go to "Upcoming Orders" to find the the order. Confirm the name/delivery address with Fedra.

Create a new catering order in Revel, enter all the order details from Thriver. Make sure all delivery instructions and dietary notes are added. Double check all items to make sure Thriver and Revel products match.

Add "PRE-PAID THRIVER" to the order.

Add the preset Thriver 12.5% discount.

If the order is over \$150, add a 12% auto gratuity. If the order is over \$200, add a %10 auto gratuity. (Service fee > Manual > 10% > Name: THRIVER AUTO GRAT).

Press "PAY" to take you to the payment screen. Close under Thriver (Custom > Thriver).

Email an itemized receipt to fedra@makerpizza.com and danny@makerpizza.com.

Email button can be located at the bottom of the payment screen in Revel.

Take photo of chit and post to #catering-orders channel in Slack and tag the GM, AGM and Driver Manager of your store.

4. ORDER TYPES

4. ORDER TYPES

WALK IN (EAT IN/DINE IN)

- To be used when the customer orders at the store
- Always ask the kitchen how long to prepare a 'walk-in' order
- Orders for slices should be punched in under 'EAT IN'
- Base time will be 15-20 minutes and will increase as the shift gets busier, in 5 minute intervals
- Get the customers phone number and add it to "call name" along with their name
- If the customer pays just after ordering, add "PRE-PAID FOH"
- If they are yet to pay, press hold and take the payment when they return
- Call the customer when the order comes out of the oven
- If someone wants to order just wings/salads/bodegas, we can prepare their order in 5-10 minutes
- By selecting 'EAT IN', this order will not appear in the pick up screen
- The kitchen will always prioritize 'EAT IN' orders so the customer receives their order as soon as possible

ONLINE ORDER

- This category is to be used for Skip the Dishes and Doordash only.
- Both Skip and Doordash have their own category of products.
- Slight price increase on 3rd party apps to cover high percentage taken.
- "PRE-PAID DD" or "PRE-PAID SKIP" must be added to each chit.
- Skip the Dishes does not have an "order ready" function. Time must be added so kitchen know when to make.
- Skip and Doordash must be closed under relevant category. Payment screen > Custom.

4. ORDER TYPES

PICK UP

- Base pick up time is 20-25 minutes.
- Pick up orders are placed and increased in 5 minute intervals.
- Any changes to pick-up timing or full slots must be communicated to the call centre via Slack.
- Pick-up time must be changed in prep-times in Maker App to align with times given in Slack.
- Always begin by obtaining the customer's phone number. Select the customer or add new, adding both names.
- ALL pick-up orders will have a time added to the order.
- If the order is from Maker App, "PRE-PAID MAKER APP" will be added.
- Always group the products by category. Pizza, appetizers, cookies, dips, drinks.
- Only pick-up orders will appear on the pick-up screen. Deliveries and eat-in orders will not.
- All pick up order receive 3 texts: order confirmation, order ready and feedback text (Tattle).
- Note that only pick up orders will show in the pick up screen.
- We need to leave space for delivery and 3rd party orders.

Pick up time windows:

20-25 minutes

25-30 minutes

30-35 minutes

35-40 minutes

40-45 minutes

- ☐ Place a pick up order using the trainee's phone number so they can see the notifications that customers receive. Follow the link in the first text message to bring up order information and location-specific pick up instructions.

4. ORDER TYPES

DELIVERY

- Base delivery time is 45-60 minutes.
- Delivery time increases in intervals of 15 minutes throughout the shift.
- Any changes to delivery timing or full slots must be communicated to the call centre via Slack.
- Delivery time must be changed in prep-times in Maker App to align with times given in Slack.
- Delivery zone varies at each location depending on proximity to other locations and type of traffic. Thornhill: 8-9km. All other locations 4.5-5km.
- \$5 flat rate for all delivery orders.
- Free delivery if order over \$60 (subtotal). Fee will deduct automatically.
- IMPORTANT: 12% automatic gratuity on delivery orders over \$150. Added manually by FOH. Doesn't apply to Maker App delivery orders. Have to let customer know about this gratuity.
- Always check new delivery address' in Google maps before adding to Revel.
- Deliveries that need to be sent ASAP do not have a delivery time added. They are also known as "no time" deliveries.
- Scheduled deliveries DO have a time added. As well as "SCHEDULED DELIVERY".
- Deliveries taken through Maker App should have "PRE-PAID MAKER APP".
- We can only take so many scheduled deliveries per 15 minute slot. How many depends on the amount of drivers and kitchen staff.
- Always confirm the delivery address in the 'Order Details' screen. Accessible directly above the order. If the customer would like the pizza delivered to a different address, delete and replace the original address. Do not keep two addresses on file.

Delivery time windows:

45 minutes - 1 hour

1 hour - 1 hour 15 minutes

1 hour 15 minutes - 1 hour 30 minutes

It's important that we communicate clearly with the kitchen and delivery drivers to keep delivery times reasonable. Keeping delivery times low maximizes customer retention.

4. ORDER TYPES

CATERING

- To be used for any orders scheduled for a future date.
- Catering orders will not show in pick-up or delivery screen until order type is changed.
- Catering orders should be changed to relevant order type and reprinted in the morning of the order. Either pick up or delivery.
- Delivery fee will not be automatically added to catering order, it must be added manually by going to 'service-fees' at the bottom of the order screen.
- All catering orders must be posted into #catering-orders channel in Slack
- If a catering order contains a large volume of a certain product like cookies or dips, this must be communicated to the commissary team so they can prepare enough product for the order. Make sure to highlight the extra products in #catering-orders in Slack and tag a relevant member of the prep team.
- It's important that we follow up same day with catering orders regarding feedback on their order. A script for the follow-up call can be seen below.

COVERED RECAPPED

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Change order from catering to pick up/delivery |
| <input type="checkbox"/> | <input type="checkbox"/> | How to reprint the chit to the kitchen on the day of delivery |
| <input type="checkbox"/> | <input type="checkbox"/> | Post catering order to #catering-orders in Slack |
| <input type="checkbox"/> | <input type="checkbox"/> | Special requests to mention in Slack - extra cookies, tray pies, salads |
| <input type="checkbox"/> | <input type="checkbox"/> | How to manually add delivery fee |
| <input type="checkbox"/> | <input type="checkbox"/> | How to manually add automatic gratuity |

5. PHONE CALLS

5. PHONE CALLS

The phone number for all locations:

416-782-2000

Extensions:

- 1 - Cameron
- 2 - Avenue
- 3 - Carlaw
- 4 - Bloor
- 5 - Thornhill

- Follow the call script until you're comfortable with phone call procedures. The callscript can be found on the following page.
- Always put the customer on hold if you need to ask the kitchen/other staff a question.
- Always repeat the order, total, timing and location when concluding a call.
- Location for pick-up orders must be emphasized multiple times throughout each phone call.
- Be warm and friendly during phone calls, this is part of the customers Maker experience.

Not all phone calls will involve a customer placing an order. You will receive calls with guests asking questions about our menu, products and services. It's important that we have a firm understanding of the menu and location-specific operations so we can relay accurate information to our customers.

5. PHONE CALLS

CALL SCRIPT

Maker _____, how may I help you?

Will this be for pick-up or delivery?

Tell the customer the pick-up/delivery time

Can I get your phone number please?

- Existing customer? Confirm the name/address
- New customer? Get all the information necessary for the pick-up/delivery order

What would you like to order today?

Would you like to add any salads or wings?

Any dips or drinks for you today?

Repeat the order to them, including order type, order time and any modifications.

Delivery: We'll see you with your order in ____ to ____ minutes.

Pick up: We'll see you at the _____ location in ____ to ____ minutes.

Your total is _____.

Thank you. Have a great day/night!

Always confirm the delivery address! If the customer wants to change the address on their account, do not add a secondary address – delete and replace the current address. This also applies to Maker App orders.

5. PHONE CALLS

CALL SCRIPT (CATERING ORDERS)

It's important that we follow up with all customers that placed large catering orders to make sure they were satisfied with the products and service. Please use the script below to guide you through the call. Any complaints or concerns should be forwarded to Upper Management immediately.

Hi, this is _____ from Maker Pizza.

I'm calling to follow up with you regarding the catering order you received from us today. I just have a few questions about today's experience that hopefully won't take up too much of your time.

Were you satisfied with the quality and the temperature of the pizza when it arrived?

Did the pizza arrive at the time specified on the order?

Did you receive all of the items on the order?

Were there any special requests on your order, if so were they fulfilled?

Are there any areas in which we could improve the experience of ordering for catering?

We appreciate you taking the time to answer our questions. Thank you again for choosing Maker for your event, we look forward to working with you again.

Have a great day/night!

5. PHONE CALLS

FUNCTIONS

COVERED

- ☐ How to park calls – make sure to send a message on Slack.
- ☐ How to accept parked call
- ☐ How to place call on hold
- ☐ How to search for recent calls
- ☐ How to increase/decrease ringer volume

*It's important that we turn the phone all the way up at the beginning of the day so we don't miss any calls.



6. REPRINTS

6. REPRINTS

WHY, HOW AND WHEN...

Printed chits are the primary form of communication between the FOH/Call Centre and BOH. Customers very frequently make changes to orders and it's vital that FOH relay this information to the kitchen. It's important that we understand exactly how and when to reprint orders. If the chit is not updated and accurate, the customer will get the incorrect order.

*When training, its useful to take the POS/tablet to the kitchen printer so you can demonstrate which items do and don't send when making changes to an order.

The following points must be highlighted by an experienced FOH team member:

COVERED

- ☐ Difference between new products and 'greyed out' products on the order screen
- ☐ After making changes to an order, 'HOLD' or 'SEND' will not reprint all items together
- ☐ You must select 'REPRINT' > 'REPRINT ALL' to print all products/changes together
- ☐ The kitchen must be informed of every reprint, and why the chit is reprinted
- ☐ Some examples of when you will need to reprint a chit:
 - Changes to items. Add/minus a product, product modifications
 - Changes to due time of a PU/DEL order
 - Changes to delivery address/instructions
 - Change of order type. PU to DEL, or DEL to PU
 - Reprinting a catering order (morning) - from 'catering' to PU or DEL

7. CUSTOMER SERVICE

7. CUSTOMER SERVICE

INTRODUCTION

At Maker, we believe that product quality and customer service are of equal importance. All guests must feel welcome at all times, and we must know how to handle incidents when they arise. The following pages will provide you with tools for providing great customer service, as well as examples of how these tools were successfully applied.



7. CUSTOMER SERVICE

L.E.A.S.T.

This is an effective tool use if a customer is unsatisfied with with our service or products. If we follow these 5 steps, the customer will know that we've acknowledged the incident and are taking further action to amend the issue.

Listen

Let the customer explain the problem in full before responding. To show that you're actively listening to your customer, repeat their concern: "We understand the delay caused you some inconvenience".

Empathize

Show genuine concern for the customers experience. How would you feel if this happened to you?

Apologize

A sincere "I'm sorry" goes a long way. "I'm sorry this happened, I'm going to fix this for you." It's important that we take full responsibility for an incident, even if it was not entirely your fault.

Solve

Find a solution as best you can. You may not be able to completely solve the customer's problem right away, but moving toward a solution is often enough. Maybe it's remaking/resending the pizza, providing a credit or even a full refund. You can provide multiple options and ask the customer what works best for them.


Thank

Thank the customers for bringing the problem to your attention. "Thank you for letting us know so we can get this corrected, I will relay this to the team to prevent it from happening again".

The following pages provide show examples of this customer service technique in action.

7. CUSTOMER SERVICE

CASE STUDY



sasakitracy@hitmail.com

NEW

Reply to Customer

Flag for review

CER

4 ★

Survey Score

91%

Avg. CER

4.00 ★

Online Ordering

★★★★☆ 75%

Menu Navigation

Order Customization

Checkout Process

Order Tracking

Locating Order in Store

Comment Added

There was one issue with the online order. I ordered a pepperoni pizza and the order showed in my order history but when I picked up my order it was a tropic thunder, which showed on the payment receipt that I viewed from the text message link. It must have been a system glitch which was superbly dealt with by Cassandra, she was amazing and because of the way she handled the issue , I will definitely be a return customer

Hospitality

★★★★★ 100%

Greeting

Enthusiasm

Farewell

Comment Added

Cassandra provide exceptional customer service and I will come back because of this experience. She turned a potentially bad experience (receiving the wrong pizza because of a system glitch with the online order website) into a positive one.

Listen: Confusion with Maker App ordering process resulted in wrong pizza.

Empathize: Thinking about what the customer would like or expect in that situation. In this case, the correct pizza being made right away.

Apologize: Apologizing for this inconvenience, although it could be user error/technical issue with Maker app.

Solve: Have the kitchen make the correct pizza immediately. Went above and beyond by giving the customer the original pizza too at no extra cost.

Thank: Thank the customer for their patience while you prepared them the correct order.

7. CUSTOMER SERVICE

CASE STUDY

Hospitality

★★★★★ 100%

Greeting

Enthusiasm

Farewell

Comment Added

Small issue with the order but the team was very quick to solve the concern. Very nice and supportive team. Thanks for showing me that.

Attentiveness

★★★★★ 100%

Eye Contact

Focus

Comment Added

No Comment Provided

Menu Knowledge

★★★★★ 100%

Specials

Drinks

Entrees

Sides

Comment Added

No Comment Provided

Listen: Customer received their delivery order, pizza did not include crust finisher.

Empathize: How would you feel if you paid for an extra item and it was not added?
What solution would you expect?

Apologize: When the customer called in, FOH apologized for the issue, repeating the issue back to them.

Solve: Because the incident is relatively minor, FOH provided multiple options: add a \$10 credit to their account, or deliver the pizza with the crust finisher. The customer chose for the pizza to be remade and delivered.

Thank: Thank the customer for their patience while we fixed the issue for them.

7. CUSTOMER SERVICE

CASE STUDY

Food Quality

★★★★★ 75%

Temperature

Freshness of Ingredients

Presentation

Spice/Flavor

Texture

Comment Added

Everything was perfect, until I found an eyelash stuck inside and protruding out from the dough, near the crust, on the flat part of the pizza. This aside, without expectation as to the lengths at which Maker Pizza would go to keep their customers happy...I was blown away as to how Fedra tended to my issue! Sometime thereafter, I received a call from Mark, who kindly tended to the refund and credit. Not only does Maker Pizza make the BEST pizza, they have the BEST people representing them! It's easy when things go right with an order...but it says a lot about a company, when things go wrong, and how they decide to fix it! 10 thumbs up to Maker Pizza! Thank you very much for being an all-around amazing company! The pizza experience and the people experience!

Cleanliness

★★★★★ 100%

Floors

Comment Added

Bathrooms N/A

Listen: No issue with the product or service until they found a foreign object in their pizza.

Empathize: How would you feel if you found something in your pizza, what solution would you expect? This can be very off putting for a lot of people.

Apologize: An extended apology sent via email, taking full responsibility for the incident.

Solve: Provide a full refund for the customer as they could not finish their pizza. Went above and beyond by issuing \$50 credit for their next order.

Thank: Thank the customer for giving us the opportunity to amend this issue.

7. CUSTOMER SERVICE

CASE STUDY

On Thu, Jan 19, 2023 at 6:39 PM Vanessa .. <jodeci_vs@hotmail.com> wrote:

Hi there,

I just wanted to thank you for correcting an incorrect order we received today. We've ordered many times without any issues so we appreciate you guys being able to fix it so fast! It's my husbands birthday today and Maker is his fav pizza, he had been looking forward to it all week.

Thanks again for the great pizza and service,
Vanessa

Sent from my iPhone

Listen: Customer picked up their pizza, realized they got a wrong pizza when they arrived home.

Empathize: The customer drove all the way home to find out their order was prepared wrong. What kind of solution would they appreciate?

Apologize: Let them know you're sorry for the mix up, even if you're unsure at which point the error was made.

Solve: In this case, the FOH team offered to make the correct pizza and have it delivered to the customer.

Thank: Thank the customer for their patience and understanding while we prepared and delivered the correct pizza.

8. REFUNDS AND CREDITS

8. REFUNDS AND CREDITS

We strive to ensure our product and service is perfect every time. Issues and errors happen and they need to be addressed in a manner where the customer feels heard and appreciated. While using the L.E.A.S.T. method for managing the interactions with our customers, we can also use refunds and credits to make up for an error we made with an order. It's important that each incident is handled on a case-by-case basis and that the customer feels satisfied with the solution.

Credits should always be offered first as it retains the customer without having to refund. If a refund is required, a credit will also be issued to try and retain the customer. It's important that we always go above and beyond to solve a customer complaint and ensure they return to Maker.

EXAMPLES

ISSUE	SOLUTION
Missing dip	\$10 credit OR credit for 2 dips
Missing crust finisher	\$5-10 credit
Missing topping	Credit for same size pizza
Missing wings/salad/bodega	Refund for product and small credit
Missing/wrong pizza	Refund for product and small credit
Wrong size pizza	Credit for large pizza
Late pick up (5-10 minutes)	Free cookies or drinks
Late pick up (10+ minutes)	\$20-40 depending on how late
Late delivery	\$20-50 depending on how late
Delivery took over 2 hours	Full refund and small credit

The above are all examples and can be adjusted as needed based on the guests experience. If you are unsure of what action to take, speak to your store manager or FOH colleague.

8. REFUNDS AND CREDITS

ADDING A CREDIT

The screenshot displays the 'Customer Details' interface for a customer named Danny Moore. On the left, a search bar contains 'Danny moore', and below it, a customer card shows 'Danny Moore' with a phone icon, address '280 St George Street TORONTO', and phone number '8259942879'. The main panel on the right is titled 'Customer Details' and includes an 'Edit' button and a notification bell with a red '3'. Below the customer's name and phone number are buttons for 'View Past Orders' and 'Add to New Order'. The 'DELIVERY ADDRESS' section shows 'Default' as the selected address: 'Danny, 280 St George Street, TORONTO'. The 'REWARD CARD' section states 'No Reward Card Found'. The 'NOTES' section contains two entries: '\$50 LATE DELIVERY 30/11/2023 DM USED' and '\$20 CREDIT WRONG PIZZA 13/2/2023 DM'. A bottom navigation bar includes icons and labels for 'Dashboard', 'Manage Customers', 'Inventory', and 'Settings'.

- Always add the credit amount, date, reason and your initials.
- Never delete a credit once redeemed. Instead, write 'USED' next to the credit. This allows us to track the incidents and credits for each customer.
- To redeem a credit, add a manual discount to the order and write 'CREDIT' as the reason.
- ALWAYS tell the customer that the credit will now show on their Maker App account. Credits are only redeemable in-store and over the phone.

8. REFUNDS AND CREDITS

PROCESSING A REFUND

REMINDER: NO PAYMENTS OR REFUNDS ARE PROCESSED THROUGH REVEL POS. PAYMENTS AND REFUND MUST BE MADE THROUGH THE CLOVER TERMINALS, MAKER APP OR BY CASH. SELECTING 'REFUND' IN REVEL WILL NOT SEND ANY AMOUNT OF MONEY BACK TO THE CUSTOMER.

- All refunds are issued on a case by case basis. When processing a refund, we will also add a credit to the customers account in an attempt to retain the customer.
- Maker App cannot process partial refunds, full refunds only. If you need to process a partial refund for an individual item, you must manually refund using the Clover terminal.
- Always tell guests that the refund will show on their statement in 3-5 business days.
- If you are not sure whether to process a refund, consult with your Store Manager, FOH Manager or FOH colleague.
- Refunds through Clover terminals cannot be processed to debit cards, credit cards only.
- Refunds through Clover terminals do not have to be processed onto the credit card that was used for the original purchase.

9. GIFT CARDS

9. GIFT CARDS

PHYSICAL GIFT CARDS

- Physical gift cards can be purchased at any of our locations and have to be activated by FOH. The payment also has to be process by FOH.
- Gift card balance can be checked in Revel. Gift cards > Manage Gift Card.
- Physical gift cards can be used in-store, over the phone and on the app.
- If you are running low on physical gift cards, ask your FOH Manager to send you more.

DIGITAL GIFT CARDS

- E-gift cards must be purchased through the website www.makerpizza.com > Gift Cards.
- E-gift card recipients will receive a e-gift card certificate via email. This will contain a the gift card number.
- E-gift cards can be redeemed in-store, over the phone and on Maker App.
- To redeem a gift card, go to the payment screen, hit 'gift card' and type in the long gift card number.

NOTES

- Gift card FAQs can be found on the website: www.makerpizza.com/faq/
- Maker App cannot accept multiple payment methods. If a customer would like to use their gift card for an order, they will not be able to redeem the gift card and pay the difference with credit card. They can manually top up the gift card through the app to meet the amount of their order.
- If a customer cannot locate their e-gift card certificate/email, please ask your FOH Manager to look into the issue. You will need to grab the recipient/sender email address.

TRAINING GUIDE COMPLETE