

# PROTECT YOUR BRANDS REPUTATION AND DRIVE CUSTOMER LOYALTY

For restaurants and food service businesses, consistency is the biggest business challenge and is critical to success. Driving consistency not only exponentially improves your products, services and processes but will improve customer experience and ultimately your profits. By managing risk, you protect your brand and drive improvement throughout your business.

## REDUCE YOUR RISK

Many food service businesses and quick service restaurants worldwide are engaging with SAI Global to implement a risk protection strategy. As a result they are able to manage risk confidently, continuously anticipate market events, and deliver innovative solutions for their customers. Build a culture of accountability and continuous improvement, ensuring business processes, products and services are optimised for excellence.

## BENEFITS OF TAKING A RISK BASED APPROACH

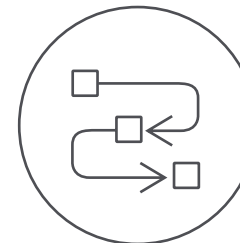
- Provides brand protection by cultivating a culture of food safety
- Connects you with your customers, providing insight
- Protects reputation and financial damage by reducing compliance breaches

At the heart of your restaurant business is the ability to deliver the best customer experience and protect your brand's reputation.

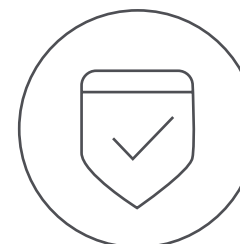
Our integrated risk management solutions are a combination of world-class tech platforms, services and advisory capabilities that operate across the entire lifecycle allowing businesses to focus on opportunities presented by uncertainty. Together, these tools and knowledge enable customers to develop a holistic, integrated view of risk.



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## BRAND STANDARDS PROGRAMMES

You want to make every customer experience special; elevating their experience from the mundane to the extraordinary. Placing your customer at the heart of your business can increase your profitability, reputation and build trust in your brand. By adopting a Brand Standard Programme you can make informed decisions to drive improvements and deliver an excellent customer experience.

## SUPPLY CHAIN MANAGEMENT

A good reputation is hard to gain and maintain, and twice as easy to lose. Your brand's reputation is often in the hands of your suppliers, to deliver the goods and services you need, within budget, on time and to the quality that you promise your consumer. By mitigating your risks from the supplier to the restaurant you can gain new levels of transparency. SAI Global's Supplier Compliance Management solutions allow you to focus on your business while we take care of ensuring your suppliers are meeting your requirements and specifications.

## RISK ASSESSMENT

Adhering to standards is an essential way for your business to instil trust in your brand's reputation. By adopting a risk-based strategic approach to food safety, you can understand your increasingly complex supply chain, streamline safety management protocols and minimise hazards. Though the use of technology and expertise you can ensure you anticipate, react to, and optimise risks continuously.

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*Trust in SAI Global's services and solutions to help you achieve the highest restaurant and food service standards – anywhere in the world.*

## FIRST PARTY STANDARD CREATION

Made to order is now commonplace in the restaurant and food services sector, it ensures that your customers get what they want and delivers a unique experience. The same can be said for your business, and its guiding principles. You need a programme that reflects your values and the way you do business. SAI Global works with you to develop a programme tailored to your individual requirements and focusing on what matters to you.

## FOOD SAFETY

Creating consistent safety strategies across multiple businesses can be complex. Schemes are required to meet the latest government mandated regulations, as well as voluntary and industry schemes. With SAI Global as your partner, you have industry experts who are ready to guide you through the standards to deliver continued improvement.



## UPSKILLING TEAMS

Training is an essential part of continued improvement and especially important in high staff turnover businesses such as restaurant and food services. Through our comprehensive training programmes, your staff can be trained in food handling, food safety, health and safety, environmental practices and more. Delivered through e-learning, webinars, onsite or public training they give you the flexibility to cater to the needs of your workforce.

## ADVISORY CAPABILITIES

Balancing risk management objectives and cost-efficiency can be difficult with just in-house resources. It is necessary to ensure compliance with the ever changing legislative and regulatory requirement in order to deliver a safe customer experience. By using industry experts for their advisory capabilities you are able to focus your effort on long-term growth and profitability.

*For more information, visit [www.saiglobal.com](http://www.saiglobal.com)*

