

Notes from KFC FZ COO Crisis Connect call 3/23/20

Topic Categories	Comments
Communication	<ul style="list-style-type: none"> • Clearly define roles and expectations • Designate someone to sort thru comms from TeamKFC to summarize and disseminate information • Daily comms to RGM's critical due to abundance of info • Daily debrief meetings to dispel rumors • Relay the plan • Focus on serenity prayer "control what you can control"
Scheduling/ordering	<ul style="list-style-type: none"> • Schedule based on hours needed to actually run restaurant • Avoid overlapping schedules of key team members to alleviate possibility of both getting ill (for example, 2 cooks) • Reallocate as needed (i.e. AC's used in different capacity) • Only AC's visiting locations; they use a COVID19 check list (will be shared) • Assign AC's to 1 restaurant near their home for on-the-ground experience; also near home in case of quarantine • Plan for limited menu based on decreased sales (part of a phased approach)
Create crisis team	<ul style="list-style-type: none"> • Establish team to focus on staying informed; allows Ops Team to stay focused on ops • Think ahead about how we come out of this; things will be different • Establish hotline for teams and management for questions in case of exposure
Managing closed lobbies/drive thrus	<ul style="list-style-type: none"> • Remove chairs • Use tape on chairs to discourage sitting • Banners "Drive-thru open" and "Open for take-out" prominently displayed • Lights remain on • Focus on speed of service; drive-thru is our advantage! • Have employees park in front • Only utilize 1 entry/exit door to control foot traffic w/take-out • Restrooms closed to the public • "Finger pods" near registers so customers don't have to touch the keypad • Signs on drive-thru asking for credit card payments (reduces contact) • No AC in lobby to save \$; also turned off ice machine
Review repair and maintenance	<ul style="list-style-type: none"> • No landscape changes; drive-thru needs to look good given extra traffic • Decrease trash removal (less due to closed lobbies) • Lock down cleaning supplies
Maintain culture	<ul style="list-style-type: none"> • Promote days of giving; help in community and share • Hashtag established to continue recognition • Contests to drive 140 second drive-thru • Recognition = grocery, Walmart, Target cards (relevant now)
Hiring	<ul style="list-style-type: none"> • Continue recruiting but changing to do it safely in new environment • Open to re-hires (for those who left for work at full-service or casinos)
Miscellaneous	<ul style="list-style-type: none"> • Watch the news for an update and then shut it off • Have family meetings at home to let everyone share how they're feeling
Marketing ideas	<ul style="list-style-type: none"> • Neighborhood ordering; emails to advertise that "we own your KFC" and will deliver • Expand social media usage • Specifically promoting kfc.com for ordering • Reach out to local large retail locations offering deals for individual meals for employees (delivered)