

Step 45 · Improvement

Frequently Asked Questions

Is my loyalty program actually paying for itself?

Look for extra profitable visits, not just enrolments or rewards redeemed. Compare participating customers' visits and spending over time, allowing for people who were already regulars. Include reward costs, discounts, fees, and staff effort. Owners report mixed results, so test a manageable offer and review it against a clear baseline. If it mainly discounts purchases that would happen anyway, adjust it. Keep the terms clear when making changes.

How can I encourage customers to come back?

Make the basic visit dependable: the drink they expect, clear hours, a reasonable wait, and respectful service. Ask for specific feedback and fix recurring friction. Some customers enjoy being recognized; others prefer a quiet, quick transaction, so follow their lead. Test one improvement and watch repeat visits as well as complaints. A discount can invite another visit, but it cannot make an inconsistent experience reliable.

How can I reduce labor costs without hurting service?

Find the mismatch before cutting hours. Compare demand by time of day with staffing, preparation, restocking, and closing work. Try a small change to shift overlap, task timing, or training, then check waiting times, quality, and staff workload. Include your own time so the saving is real. Keep required breaks and all payable work in the plan; a tighter schedule must still allow safe work and accurate time records.

Where should I start if sales are growing but profit is not?

Reconcile the figures first, then find which costs grew with the sales. Separate business lines where possible—for example, café service and roasting for wholesale—so one does not hide the other's costs. Check product contribution, waste, labor, fees, and overhead using the same period. Choose one measurable change and review its effect. Avoid cutting quality or adding volume blindly; more sales can increase workload without leaving more cash.

Educational guidance. Check your own circumstances with the appropriate local professional.