

A restaurant microenterprise cuts service time by more than 31%: Sales and customer service

RETAIL AND HOSPITALITY

MICRO

SALES AND CUSTOMER SERVICE

>31%

SERVICE-TIME REDUCTION [1]

+35.49%

SERVICE-PROCESS PERFORMANCE [1]

<10 min

NEW SERVICE TIME [1]

PROBLEM

Service took 14.5 minutes and weak controls limited resource use and consistency. Unclear responsibilities and inventory practices made the customer experience difficult to repeat.

SOLUTION

The company analyzed the process, clarified organization, improved inventory controls, and removed waste. The redesign connected staff roles, material availability, and the sequence of customer service.

RESULT

Service time fell from 14.5 minutes to less than 10 minutes. The source also reports a 35.49% improvement in service-process performance.

BUSINESS LENS

Porter: faster service and consistency reduce customer switching in a market with many substitutes.

ASSUMPTIONS AND LIMITS

Anonymous single company. Employee count, sample size, statistical tests, and long-term results were not reported.

DEPARTMENT APPLICATION

SALES AND CUSTOMER SERVICE

Customers received faster service.

Application analysis based on the cited source. It is not a separate measured result.

Prepared by Ocmulgee Business Process Solutions from the cited independent source. This is not an Ocmulgee client engagement or an original Ocmulgee result.

SOURCE [1]

Reyes Martinez et al., 2019. Plan de mejora para la optimizacion de recursos y procesos en microempresas restauranteras. <https://pistaseducativas.celaya.tecnm.mx/index.php/pistas/article/view/2038>

Independently reviewed quantitative case | Size basis: The source explicitly identifies the company as a restaurant microenterprise.