01 STAFF SHIFT CARD

Make the first visit easy

Brief the team before service. Use your own words and current menu details.

Bar / shift / welcome lead

WELCOME	**First time here, or first time trying kava?**	Acknowledge arrivals. Explain where to order and sit.
GUIDE	**Traditional kava, or flavors you usually enjoy?**	Offer two relevant options. State ingredients, size and full price.
SETTLE	**Quiet break, or would you like to meet a few people?**	Offer a suitable seat. Ask before introducing someone.
CHECK	**How is the taste? Anything still unclear?**	Correct the specific problem. Give options without pressure.
INVITE	**You mentioned [interest]. Our [occasion] is [day/time].**	Give one relevant invitation and a reliable way to find the details.

- ☐ Current invitation is accurate and the host is assigned.
- ☐ Offer terms and redemption steps match across shifts.
- ☐ Menu, entrance, seating and bathrooms are ready.

02 RETURN OFFER PLANNER

Give the next visit a reason

Choose a modest benefit, clear terms and a cost you can support.

Business goal / guest group

Eligible item / benefit / purchase requirement

Start / expiry / separate-visit rule

One-use limit / combining rules / redemption method

WORKED EXAMPLE / ILLUSTRATIVE INPUTS

Menu price before tax	**$10.00**
Return credit	**-$2.00**
Product and disposable cost	**-$3.20**
Other variable serving costs	**-$0.80**
Contribution before fixed costs	**$4.00**

Use your actual inputs. Positive contribution does not prove the offer caused an extra visit; compare with a similar group and review the cost of discounts given to guests who would have returned anyway.

- ☐ Budget and review date set.
- ☐ Staff practiced a normal redemption and a failed-phone scenario.
- ☐ Review requests are separate from the offer.

03 WEEKLY SCORECARD

Measure the return

Use the same guest group, identification method and observation window.

First-visit group dates / review date / owner

Identification method / known coverage gaps

Identifiable first-time guests in this group

Guests returning on a separate day within 30 days

30-day return rate - mark in progress until the window closes

Offer uses / returning sales / total promotion cost

EXAMPLE / 12 returning guests out of 50 = 24%

Illustrative numbers, not a target. Count each returning guest once. Same-day purchases do not count as second visits. Keep local and traveling guests separate where that context is known.

One recurring guest problem / fix / person responsible

Decision for next week - keep / change / stop, and why