

IUPUI Food Service Focus Group

10/6/10

I. Introduction

a. Moderator(s):

b. Purpose of this Focus Group

- i. Small groups of people, recruited on the basis of similar demographic. We have Focus Groups each year.
- ii. Goals: to investigate our customers' feelings and attitudes and to understand the "why" behind their behavior.
- iii. We will do this by following an agenda. However, since this is the first Focus Group, it is going to be mainly open floor to allow for comments to be heard. Our next Focus Group will be more organized – it is hard to speculate on one topic during an initial meeting like this.

c. A few things to address right off the bat:

- i. We manage retail and catering food service on campus. We do not manage the vending machines or hot dog carts.
- ii. We work for the university, just like you do. We have been hired to run the operation for the university. The more sales we have the more money the university makes.

II. Data Collection

a. Attitudes associated with food service in general

b. Characteristics that would create the optimal campus dining experience

i. General Discussion

What is the most exciting thing about the current program?

What features do you not want that are currently offered?

What features are missing? Why would a customer want that?

What is the best way to reach your demographic with information?

Any comments from Meal Plan participants specifically?

Overall Reactions

III. Contact information distributed

Moderators in attendance

Maggie Miller, Chris Yeadon, Stacy Blanton

General Comments

I like it [the food service in general], I use it every day.

I eat lunch every day on my Meal Plan and I can't get anything cheaper than \$6.75. Maybe the Grilled Cheese Combo but that's about it. I like to eat Chick-fil-A but can't get it under \$6.50.

It would be very convenient if vending machines could take the Meal Plan.

All in all the flex dollars are very helpful for extra money.

Hours of operation are not very convenient. When I get out of class at 4:15 there's nothing open!

Have you ever considered plastic, reusable cups? I would love to have free refills on them!! And they are good for the environment. You could put your logo on it for advertisement.

It may be a small suggestion, but could we get the tall straws all the time?

Complaint from my department: we want to buy individual tacos, like at taco bell.

The chili bar in catering is wonderful! You should try it in Retail too.

Mix up the soup options in Spotz.

Length of the check out lines is crazy!

Waited in line at Mondo for 10-15 minutes.

It's too expensive and the process is too slow

My standard lunch time is 10:30 so that I beat the rush!

Pulled Pork BBQ Sliders are AMAZING!

Smoked Gouda sandwich is good too.

Hospital is my next option if I it's too busy here. Campus Center is convenience for me.

I like individually wrapped utensils versus the current system.

Carl is amazing, good at what he does.

Smaller portions at Wild Greens because it's a healthy option

The guys at Spotz are really nice.

**IUPUI Food Service Focus Group
Agenda 11/16/10**

I. Introduction

- a. Moderator(s)**
- b. Sign in**

II. Data Collection – Customer Service

a. Retail customer service

- i. Think of the restaurants you have frequented recently. Where did you receive the best customer service?**
- ii. What made that customer service exceptional?**
- iii. Do you experience exceptional customer service at IUPUI Food Service?**
 - 1. Why or why not?**
 - 2. Where?**
 - 3. What can we do better?**

b. Catering Customer Service

- i. Do you feel valued when you call FourCourse Catering?**
- ii. Do you feel well taken care of during your event?**
- iii. What can we do better?**

c. How satisfied are you with our company overall across both areas of retail and catering at IUPUI?

III. Free Meal cards distributed

Participants: Jovita Williams, Taushlea Black, Sherri Hendricks, Melanie Hollcraft, Tammy Martin, Cortnee Martin, Michael Sprinkle, Tirra Shelton, Erin Cassity

Participants discussed Campus Center room policies and information as they waited for the meeting to start. Policies regarding unlocking rooms and waiting in the hallways before meetings start were addressed as a responsibility of the client – whoever books the room should contact the Campus Center to get the room unlocked about 15 minutes prior to the meeting.

Think of the restaurants you have frequented recently. Where did you receive the best customer service?

St. Elmo's Oceanaire –

Waiter was attentive; we go early to avoid the crowds

Olive Garden –

Young waiter, was attentive, great service unless you get the “old lady waitress”. She's sweet but...

Asking for a refill – Don't act like it's a hassle for you! It's your job!

I like servers who are attentive but not annoying, it's a fine line. They need to know how to read their customers.

I watch how they resolve issues and fix mistakes

Taco Bell is the worst! It takes for ever! It should be the fastest because they never put enough meat on the tacos! I do like how they ask me how I'm doing today, though.
Same thing with Chick-fil-A and "my pleasure" comments.

It really annoys me when people are having personal conversations, speaking in another language – it's like they are telling me secrets. "Be focused on my subway!!"

Noodles & Company – has service without a server and it can be very confusing.

Do you experience exceptional customer service at IUPUI Food Service?

FourCourse Catering – More than willing to work with what we need! Previous management was close minded, but now, working with Kellie has been great!

It seems that for small events I get less customer service and for large events I get more customer service

Most people in the food court are good.

Spotz – outgoing, best customer service in the food court

Worst customer service = Rio Frontera and Flatbreads

Spotz/WG know associates know me by name

WG = feel like an inconvenience

Mondo Subs – Horrible Service – it seems there is some confusion about job responsibilities

I don't like the options there: only 2 kinds of chips

Too Expensive, most expensive place on campus.

Food Quality

French toast sticks are delicious!

Watery whip cream in new pudding cups when you put the whip cream in the middle. Put it on top and it is great!

Spotz in the best thinking of issues ahead of time for guests "don't forget your fries, I'm going to put that on the side for you so it's not as messy, etc"

Management

Fairly good responses from Management

Better with Kellie

Ashley finds out what I need

Gary is awesome. Responsive. Jumps on Register

Emails are not answered as quickly as I'd like

I was invoiced in May and it wasn't paid. I emailed in July about it but the email was ignored. Then I got a frantic call on Friday about it needing to be paid immediately

How Satisfied? 1: low 10: high

Improved 7 1/2-8 since CE Opened (about a 3 before)

Please remember staff during holidays/Xmas break and keep some options open. What about just decreasing hours during that time and just send an email in advance with hours for holidays and breaks

Like the soft pretzels – heat them up and they are even better.

After a catering event last week, we got a lot of positive feedback regarding the sandwiches: “These aren’t half bad” – Roast Beef, Turkey, Ham, Etc.

Throw a special sandwich in the mix every once and a while.

Offer Lemonade or something new besides tea and water

At Wild Greens I feel very confident that I’m getting a quality item – if they see a bad piece of lettuce or something they pull it out immediately.

The new manager (Alina) stepped in to help when they got busy, she seemed really responsive. Part of it is the customers fault at Wild Greens because they get up there and don’t know what they want.

Have a Cash Only line

Fountain Beverages – ice machines are a hold up. Separate Machine for ice would help. You can get your food fast but you cannot get your drink quickly

Put the Honest Ade on ice

I love the new Tower for the cups – helps figure out pricing and which cup is for a combo.

Outtakes salads needs more toppings and less lettuce

Smaller healthier options

Offer: Fruit, Veggie, Small salads, applesauce, cottage cheese, apple/fruit walnut salad, seasonal fruit, ½ sizes of all OT items, salad shake ups

Strawberry Shortcake (more cookies) were good.

Don’t like the buns at Spatz- too much bread (big bun). Offer Whole Wheat buns here too.

Meal Plan Survey:

Target top 5 users. 5 low users

**IUPUI Food Service Focus Group
Agenda 1/12/11**

I. Introduction

a. Moderator(s)

b. Sign in

- i. Michael Sprinkle
- ii. Jonita Williams
- iii. Sherri Hendricks
- iv. Tammy Martin

II. Data Collection – Customer Service

a. Catering customer service

- i. Do you use Catering on campus? If not, why not?
- ii. Have you ordered catering at other campus'? Other restaurants? How does FourCourse Catering compare?
- iii. If so, please describe your satisfaction with Customer Service?
 - 1. Ordering: Do you feel valued when you call FourCourse Catering
 - 2. Calling the office
 - 3. Interaction with service staff/operations: Do you feel taken care of during your event?
 - 4. Food Quality
 - 5. What can we do better?

b. How satisfied are you with our company overall across both areas of retail and catering at IUPUI?

c. What would you like to see different at FourCourse Catering?

III. Free Meal cards distributed

NOTES:

I ordered something a month ago called normally I'm an online person and would rather order online

Trying to get a PO is when we encounter trouble

Interaction – ongoing communication is happening especially this last semester

It might be helpful if Catertrax allowed us to make changes in the program instead of having to call in to the office to make changes. Maybe you should put a note on the site that changes must be called in.

How does Catertrax know who to charge?

If you don't get payment do you really not service?

No, I will serve, but purchasing is demanding it to come through prior to the event.

Students need serviced denied if they don't pay/have a PO.

Rush fee in place soon.

It's easier to pick up the phone to place an order than to get online and figure it out.

Overall food and service has gotten better.

4th catering director since Dan Maxwell has been on campus.

Since summer w/Kellie satisfaction is higher and changes are positive

As a guest, I was a little disappointed because the stations weren't refreshed. We ran out of beverages and they weren't replenished- could have been ordering issue

Operational is cutting it close to event times: for example, at one event associates were cleaning glasses at the last minute so we were a tad behind for set up.

We try to have tables ready early and we get demanding phone calls from the Catering Director looking for the tables or more tables.

It's important to bring Deana back on board with the weekly meetings with Michael Sprinkle and Kellie.

If I can be candid- she is not easy to work with

Was your event served on time?

Roll out a new incentive program to create a sense of urgency with deliveries, etc

Set up time = 15 mins early unless it's a hot item that's not on a warmer, like pizza

Set up is not the "when to get there" time

People feel you are listening to concerns.

Food Quality:

Surprised the pastries were so small that can be rectified. Have both a mini & regular?

Caribou pastries instead maybe, they are PO

Events that I have been @ = Outstanding

Food is better

Before, no one had anything positive to say and expectations were low.

I don't get the questions "do we have to use them?"

New Chef on board = new ideas and twists

No Kitchen turnover since Chef left.

Enhance what we are currently doing

Pizza change is good.

Maybe you should offer a smaller nachos at Rio

Lines @ the cash register

Charge card line only

Not enough queuing is up space

We've been extensively looking into this.

Top Priority

We know better than to come the 1st week of classes and you are losing us because of the long lines and wait times. We go to the hospital to eat. I'd like to see online order system-carryout window, come pick it up

Catering Service Staff - When you're in a meeting click click on the floor, can you force them to wear soft soles?

Previously I had an issue because a room was locked and it had dirty plates, etc in it because they locked the door early and no one had come to clean up yet. When they came in, the first thing they did was clean up. But they should've had a key or a way in to take care of it before.

Pop Machine in retail. People don't want to move to share the space. You need another/separate ice machine or pop machine.

How is our catering at IUPUI similar or different from other places you've worked? Same level as other locations I've worked at.

<Brief discussion on hotel and supporting UP since it is owned by the university.>

Choosing UP over CE because it's just an atmosphere thing.

Jimmy John's has a great option – order online

IUPUI Food Service Focus Group
Agenda 2/23//11

I. Introduction

a. Moderator(s)

b. Sign in

- i. Michelle Benberry
- ii. Cortnee Martin
- iii. Tammy Martin
- iv. Sherri Hendricks
- v. Tirra Shelton (student - doesn't have a meal plan)

II. Data Collection

a. Rush Fee

The "may be" in the wording is too soft, people will think it never applies to them.

This will be a verbal fee. Meaning, it won't be an automatic fee, it will be on a case-by-case basis

b. General Notes

Waive wording in email for weekend events

It was more convenient before when you could grab your drink @ register – there used to be more choices there.

Serve some frozen yogurt – or a Baskin Robbins!

Mondo is expensive, but you get a lot of sandwich

School of Medicine – I want a basic menu that I can order from that is not strictly for Students. *(It was discussed that The No Frills Menu is not just for students. Michelle did not realize this. Maybe we need to change the name or tagline to reflect that anyone can order from it.*

Place your order online and the payment options default! *The payment options do not default, you can choose your payment option.*

University Account:

- create order
- get total
- streamline the process
- get into our internal billing

But I disagree with her because I handle the money and I don't think people should just be able to go in and put in an account number. If you check foundation you don't have to give acct number

This summer we will be revamping the catering menus. Lemonade – neon doesn't look as natural, jugs are a turn off. Can we get spoon with the ice buckets instead of the tongs? Ease of use would be better.

Drop off service: Staff leaves it or spreads it which? What does drop off mean? On FAQ

Cappuccino machine at Jag Connection

If it's not going to work take it out

Most use hot chocolate anyway so just provide packets

Is there any plan for more spots on campus? i.e. in the Medical Area – there are a lot of students. Nursing (evening class), Fessler Hall

There are vending machines that don't even have Jag Tag access in clinicals

Wild Greens recipes

“our chef suggests”

Half size salads

Could we have Spotz: Daily Specials?

Rio – Swap out gets an inefficient (same as Wild Greens)

III. Free Meal cards distributed

**IUPUI Food Service Focus Group
Agenda 4/13/11**

I. Introduction

Moderator(s): Stacy Blanton, Nate Jackson

Sign in: Melanie Hollcraft- SLIS, Sherri Hendrich – BUS, Tammy Martin – BUS, Jovita Williams – SPEA, Maggie Miller – Auxiliary Services

II. Data Collection – Food

a. Catering Food Quality and Value

b. Retail Food Quality and Value

III. Free Meal cards distributed

I have noticed a big difference in the lines in the food court since you've made the line changes! It's amazing how much difference a switch like that makes!

Where did you go to school?

Nate: I didn't go to culinary school but I've been in the industry for 16 years

We love the mini portions at Rio, Chick-fil-A is consistently good. I think the new flatbread crust is crispy and good.

As far as catering goes, the Danish are small - I don't do a lot of catering, but this is what I've noticed.

I heard a comment about the limited availability of pizza toppings (through catering)

I placed an order in late February / early March and we received hideous burnt pizza

Nate: trying to source a pizza that will hold heat.

Stacy: April is pizza special in Catering and Retail

I really don't care if I have to order 2 weeks in advance, if I order through you, I want to know I'll be able to get my food when I need it, not 15 minutes early or late. We have a 1 hour window to hold our meetings, I can't change my times

Stacy: You can order all your food at the beginning of the year if you have the dates, you don't HAVE to order 72 hours in advance, that is actually our last ability to receive orders.

I understand the need to weigh the meat in Rio, but don't include the weight of the water!

Nate: We are in the process of taking away the status quo to offer more variety and fresher items and we do this by building the talent of our kitchen entire staff.

Salad bar is delicious! You should be able to buy a big salad or a small salad, not all just one large size salad.

Nate: Would you prefer it your salad tossed with the dressing or the dressing on the side?

I usually get mine on the side – and on several occasions the potato bar was out of potatoes!

Nate: This is unacceptable and it's another thing we are working on. We are working on the lines at Wild Greens.

The workers there are fantastic, it's not their fault, people need to get off their cell phones!!

The Sliders at Spatz are very good as is the potato salad at Mondos!

I've said it before: Smaller puddings are good!! Where are they now?

Stacy: you can find them in the Coke cooler in the food court or in Outtakes in the Campus Center. Available in satellite locations too!

The Pizza venue needs improvement – and bring back Bosco Sticks with pepperoni

Nate: we are looking at the different Bosco options

I love the calendar – maybe you should have a poster up like you used to with Taste of...

Nate: We have started using local eggs and produce. I'm also in talks regarding a new dumpster for recycling as well as working with the Urban Garden

You should have the option that if someone wants the Environmentally Friendly Packaging they get charged more at the register. Students may not be able to afford it but staff and faculty make appreciate the option.

You should give leftovers to Second Helpings, Ronald McDonald house, Limestone house, campus daycare.

Nate: We track our waste weighed and logged it, we really don't have that much.

In regards to summer hours, what are your thoughts?

2 oclock is too early to close 1030 is too late to open 1 cashier, just for fountains, snack etc. We need Ice/fountain drinks in Outtakes. Breakfast only offered in the school year? You are missing a huge chance to market to parents of incoming freshman during orientation.

Why is the vending machine cheaper?

M. Miller: Since the vending machines do not require an attendant, we can offer beverages at a lower price. Also, by offering these drinks lower, customers have a more than one price to pay on campus for an item. This avoids price fixing.

Pretzels w/mustard excellent but need more mustards not cheese works better at JC

Service w/Distinction discussion regarding the beta test with the Campus Center.

Inlow Hall Food Service Focus Group

Agenda 4/29/11

I. Introduction

a. Moderator(s): Kellie Schneider, Stacy Blanton

Sign in: Anthony Masseria, Daniel Kibble, Susan Bradley, Kathy Jensen, Shari Baldwin, Susan Bushue-Russell, Shaun Ingram, Lisa Schrage, Karen Miller

II. Lunch

III. Data Collection

a. Purpose of this meeting

- Over the past few weeks, we have spent time scrutinizing the services we provide at various schools on campus. We have conducted surveys with customers from The Docket as well as met with Dean Roberts to discuss ways to improve our program. As a faculty or staff member who has planned events at the Law School during the last year, we invite you to take part in a Focus Group to discuss our catering services.
- New Catering Manager Structure (Kellie Sales, Deana Operations)
- New Chef (Nate Jackson)
- New Director (Chris Yeadon)

b. What are your perceptions?

- I want what I ask for. If I ask for 4 bartenders and I only get 2 that is unacceptable.
- I was very happy with Feb Reception. I don't mind running out of food! It's better than having too much!
- Regarding our International Options (1):
 - Quality is good, I need variety.
 - Not just chips/salsa, hummus/lasagna
 - Tuna is listed as a Vegan option on Catertrax!
- I have subpar expectations of your catering because I feel like I am forced to use you.⁴
- We know that when we feel forced it puts extra pressure on you and your organization
- We are little upset because we feel like we have to settle when we use your services
- Lunch you do well, dinner not so much (EJW Dinner = inedible) but Great Service
- I rent the building out to people who are not associated with the university– I want them to understand how to order and I want it to be easy for them. I am devastated by what they receive. Coffee drop and go set-up and donuts in a box, etc. Also, there was a tasting for a huge event last fall – 3 people and they had to split 1 piece of Chicken. It was ridiculous.
- I don't understand why it has to be so difficult. If I ordered from MBP, I wouldn't have to specify glass or plastic. I really don't know how you can do it all. This is a huge campus.
- Regarding prices and my experience – when you look at the menu and it seems really high for the level of service your receive.
- Can we get better donuts and Danish? Discussed the new Baker position

c. What do you think about customer service?

- Since Kellie has taken over – customer service has gone up. This thought was echoed by others in the group.
- We do notice and appreciate that you are trying to do more
- Spirit of Philanthropy = Pineapple was great but the service wasn't. A person sitting at my table requested a vegetarian lunch and the server (Samwrait) was very short

with her telling her “well, you don’t have a card.” I had to go over to her and tell her that I’m sure she could accommodate this woman.

- Alan is a wonderful bartender. You need more people like him. If you are low on employees, will you be able to do large events? *We discussed that we share with the hotel and Temps.* I trust the hotel.
- Brandy is good! Most of my stuff is drop and go she is friendly

d. Looking ahead to Fall 2011

- Discuss the New Menu over summer
- We have to use the menus every time we order? 75% of full service menus are custom orders (5)
- Sometimes it takes a few days to price it out so ordering in advance is important
- Nate loves to do tastings (brief explanation of a tasting is given)
- Consider automatic glassware/china when servicing the Law School. Don’t make it a separate check box though, keep it simple!

e. Discuss The Docket Survey

- A lot of buildings come and eat lunch here, (Physical Plant, IT/SL, etc) you should consider sending an email regarding Daily special for the week and soups. Faculty Club has an opt-in option send to those who have opted in
- Ask the people who work down there, they will be able to tell you what people like and what they don’t like.
Cappuccino Machine is on its last leg – it’s been broken forever!
- Quesadillas and Sandwiches are very, very good
- Discussed Alan’s role and bring in box lunches up to office
- Love the staff!!!
- Vending machines – Shaun I always have to call Maggie because of empty vending machines
- Healthy menus and smaller portions are what people want. A healthy option vending machine has been installed after student involvement.