

FRANCHISE BOOSTS CUSTOMER EXPERIENCE WITH GRIPPY MAT

Long John Silver's is all about making their customers happy, and at 14 franchise outlets in Central Pennsylvania, they work hard every day to dish up an enjoyable customer experience along with their signature seafood and chicken.

Although great food is critical, a safe, clean atmosphere also plays a large part in overall customer satisfaction. That's why the franchise is always on the lookout for better ways to keep beverage stations, tabletops and floors in top condition without sacrificing the speedy service customers expect.

Their biggest problem was under their feet.

All the franchise stores used carpeted, rubber-backed floor mats in their entrances to prevent dirt and moisture from being tracked in. And since the rugs were all they had to keep the floor clean and dry, they put them in front of beverage stations and in the transition area between the kitchen and dining room.

But the rugs had three fatal flaws: They didn't fit the spaces where they were needed most, they shifted out of position and they always looked dirty.

The size mismatch and shifting problems became such a safety concern in high-traffic areas that the stores pulled the rugs out of service rather than risk trips and falls.

At the entrances, the rugs quickly became soiled from customer traffic, and once the dirt got in, it was almost impossible to get out — creating the impression that the floor wasn't clean despite the fact that employees mopped it every night.

The need for speed.

In the fast-paced world of quick-service restaurants like Long John Silver's, efficiency is everything. Whether employees are hustling behind the counter serving customers or cleaning and restocking between peak periods, they don't have time to waste. But that's exactly what the rugs were doing.

"The problem with the rugs was that there was no easy way to keep them clean," says Regional Manager Mindy Miller.

Vacuuming was a nightmare. The rugs moved around or got sucked into the vacuum cleaner. Running a push sweeper over them removed debris but left most of the dirt behind. Deep cleaning to remove ground-in soil consisted of employees taking the rugs outside periodically and hosing them off. But after a few days, the rugs would be just as dirty as they were before.

Rolling out the perfect floor solution.

When Long John Silver's heard about PIG Grippy Floor Mat, they decided to give it a try. Employees simply rolled out the exact length they needed and cut it to fit. With Grippy Mat, they could easily create perfect floor coverage for entrances, beverage stations, transition areas and other spots throughout the restaurants, no matter what size they needed.



Grippy Mat absorbs drips, spills and melting ice at the beverage station to keep the floor dry and safe and eliminate extra work during the day.





No more dirty rugs. Grippy Mat provides adequate walk-off to capture dirt and moisture at the door — and it's a snap to keep clean.



"Grippy Mats stick and don't move, so they really become part of the floor. That makes them easy to sweep or vacuum during the day," says Miller. "And now when we do our nightly cleaning, we mop the mats right along with the floor. No more dirty rugs."

Miller also says Grippy Mat prevents slips, trips and falls by keeping the floor safe for customers and staff. Behind the counter, Grippy Mat adds traction to an area that was a persistent slip zone, allowing employees to work confidently — even during peak periods.

Drips and spills at the beverage station have always been a problem, making the area a slippery, dangerous mess that had to be cleaned throughout the day. The absorbent top on Grippy Mat soaks up liquids and prevents them from reaching the floor.

A big stumbling block for the franchise was finding an effective way to prevent employees from tracking cooking grease out of the kitchen and into other work areas and customer walkways. Placing a length of Grippy Mat in the aisle between the kitchen and service counter, and another one in the transition area leading to the dining room, eliminates the tracking problem. Grippy Mat absorbs grease from the bottoms of employees' shoes before they can spread the contamination to other parts of the restaurant.

Another Grippy Mat plus is its ultra-low profile. By eliminating the uneven edges that catch on shoes and wheels and cause tripping accidents, Grippy Mat helps the franchise keep their customers safe during their visit — especially the elderly or others who are unsteady on their feet. "They can walk normally without noticing any difference between the mat and the floor surface," observes Miller.

"Grippy Mats are a huge win for us," she concludes. "They let us keep our restaurants clean and safe with a lot less work so we can concentrate on taking care of our customers."

Part of the world's only full line of adhesive-backed mats.



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