

6 PRINCIPLES OF BUILDING A BETTER AUDIT PROGRAM

The traditional audit, ill-equipped to offer significant ROI to your brand, is a waste of your time and money. But your brand doesn't have to settle for the status quo. **Keep the following high-level principles in mind, and you can help ensure you build an audit program that mitigates risk and drives growth — while offering the kind of ROI any growing brand would be envious of.**

PRINCIPLE I

TAKE A POSITIVE APPROACH



Your audit program should **focus on delivering a positive, engaging experience** at the location-level.

- Consistently provide a full and accurate picture of a location's performance — accounting for both successes and opportunities for improvement.
- Focus on instilling a growth mindset — one that encourages behavior change — instead of one based on compliance.



THE IDEAL PRAISE-TO-CRITICISM RATIO FOR AUDITS

SOURCE:
Harvard Business Review

A recent study found:

- Regardless of industry, business teams tended to perform best when there was a positive-to-negative comment ratio of roughly 6-to-1.
- Lower ratios (1-to-1 and less) showed decreased levels of performance.

PRINCIPLE II

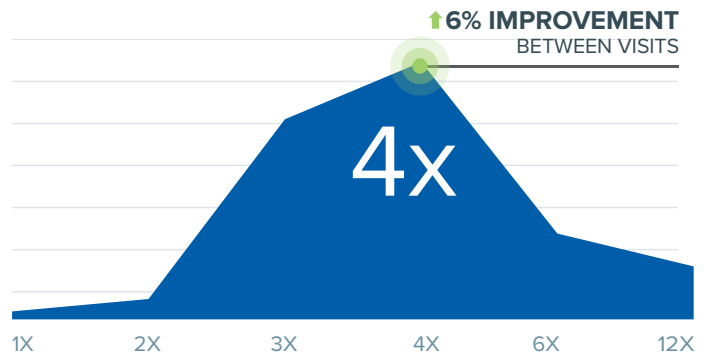
PAY ATTENTION TO FREQUENCY



It's important to **find the right balance when it comes to how often a location is audited.**

- Too few audits can result in diminished focus and a relapse into bad habits.
- Too many audits and your locations will suffer from audit fatigue, with staff lacking proper time to address critical issues.
- The right audit program will find the sweet spot, while evaluating across a diverse range of dayparts.

FREQUENCY VS IMPROVEMENT BETWEEN VISITS



PRINCIPLE III

LEVERAGE DATA



The best audit programs don't just catalog data — **they use it to paint a full and accurate picture of location-level performance, while also offering a clear plan and process to improve.**



A GREAT AUDIT PROGRAM CAN SHOW YOU THINGS LIKE:

- Performance benchmarks against industry competitors and location-level peers
- Gaps in operational processes
- Otherwise invisible location-level needs and trends.

PRINCIPLE IV DON'T EVALUATE EVERYTHING



Evaluate locations based on what matters to your customers.

An audit focused on speed of service, cleanliness, order accuracy, etc. will bear much greater impact than one focused on knitpicking an employee uniform.



98%

THE BEST AUDIT PROGRAMS SHOW FEWER LINE ITEMS AND **NEAR-PERFECT (98%) CORRELATIONS WITH VOC DATA.**

PRINCIPLE V DEMAND IMPROVEMENT



Your audit program must drive improvement.

- It should affect positive change at poor-performing locations, while encouraging better-performing ones to reach new heights.
- Corrective actions plans, coaching assessments and other tools are key to driving improvement.
- It should scale effectively when your organization adds new locations, services and products.

IMPACT OF NON-SCORED COACHING ASSESSMENTS WITH VS WITHOUT

47%

IMPROVEMENT in audit scores following coaching assessments vs those locations with no coaching assessment



PRINCIPLE VI MAXIMIZE YOUR PROGRAM



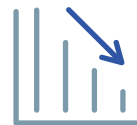
Improve your program's ROI by tying it to other programs designed to drive improvement — like voice of customer, new SOPs, training, etc.

Brands that invest in integrated programs could see **three times the rate of growth in same-store sales.**



INCREASED SAME-STORE SALES

Opting to utilize and combine other audit partner programs — like service excellence, workplace safety, consulting, etc. — can help boost your bottom line.



REDUCED COST PER AUDIT

The cost to perform an audit (travel, specialist salary, audit, etc.) will naturally decrease when an auditor maximizes time on-site performing additional services.

Stop Settling. Audit Better with Help from An Expert Partner.

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