VISIBLEEDGE · AFTER YOUR REPORT

Monday Notes

Your report, kept going every week. Every new review at every site, turned into one practical suggestion for every site manager each Monday, and a weekly view for head office.

> **Monday Notes follow a report, because the report sets the baseline. After a rival report, each site's note follows it against its four rivals, with a monthly scan of the ten nearest places. After a deep dive, the notes track the deep dive's themes at every site, with your rival brands each month.**

FOR EVERY SITE: THE MONDAY NOTE

- The week in numbers, against the site's own normal
- Praised by name: who customers named, and for what
- The one thing, and something to try this week
- The kind of thing to say: a principle for the team, in their own words
- A rotating touchpoint each week: the welcome, ordering, waits, the food, the bill, replies
- From across the group, and where the site stands, replies included

FOR HEAD OFFICE

- Your starting position: your report, so every finding is measured against where each site stood
- Monthly pack: league table, who's moving and why, a page per site
- A weekly email: last week's suggestions, what the reviews show since, and alerts
- Everything comes to you first; each manager sees only their own site, when you decide
- It all arrives in your room, next to your report, so the notes and the findings sit together

£75 a site a month + VAT, everything included

Weekly, if your sites average about two written reviews a week: £75 per site a month for everything on this page, including alerts and the latest on each site's rivals. **Monthly, for quieter sites (about two written reviews per site a month):** a note for every site on the first Monday of each month, £30 per site a month. It's the same price whichever report the notes follow, and the rhythm is set for the whole network, so every site pays the same. No minimum number of sites.

When they start: after a deep dive, your four free weeks start on the second Monday after the report (quieter networks get one note at the end of that month instead). After a rival report, the notes can start from your six-week check. Then two months paid up front, then monthly in advance by Direct Debit or standing order, cancel any time after the first two months.

Who it's for: it works for a single site after a rival report, and best across several, as an operator or a franchisor, because each site learns from the others. Your managers need to be open to one practical suggestion each note.

Overleaf: a real note from week one of a trial, so you can see what each site manager gets.

A real Monday Note: week one of a trial

Riverside, one of a London restaurant group's sites · week to Mon 16 Nov · real reviews, every name changed

YOUR WEEK

21 reviews averaging 4.76, bang on your normal (4.76). 17 had something to say, and one was low.

PRAISED BY NAME

Marco, six times. That's a bar star in the making: drinks picked to taste, a table made to laugh, and one guest saying it's been ages since they felt that welcome at a bar. Sam got two on Friday night.

THE ONE THING

Your bar is earning you reviews. Marco is in six of your 17 written reviews this week, more than any other name in the group.

TRY THIS WEEK

- Give Marco his shout-out at briefing.
- At the 5pm changeover, it's worth a reminder to keep an eye out for raised hands. Your one low review (3 stars, Sat 14 Nov about 5pm) waited around 10 minutes to order an apple juice, then felt brushed off.

THE KIND OF THING TO SAY

"Sorry to keep you, what can I get you?" Said first, before anything else, when someone's been waiting.

ALSO WORTH KNOWING

The cheesecake got two raves. One happy guest found the fillet on the small side.

ROTATING TOUCHPOINT · 1 OF 6 · THE WELCOME

This week: 3 of 17 written reviews mention it, all glowing and all about people, two of them Marco at the bar. Nobody complained about the welcome.

Your last two months: what stands out is noticing people. Ana squeezed in a couple with no booking (14 Oct); the team remembered a birthday the moment a couple walked in (2 Nov); a Sunday booking hit by a water leak was rebooked on the house, and earned a five-star review the next week (1 Nov).

Across the group: since mid-September the welcome is mostly praise. The few niggles are about being left waiting at the door or turned away (6 reviews across the group, two of them still five stars thanks to an apology).

FROM ACROSS THE GROUP

When guests have had to wait, an apology has turned it round. Two guests at another site seated about 20 minutes late in early November still gave five stars, and both mentioned the host apologising. Worth having in mind for your 5pm rush.

WHERE YOU STAND

4th of 5 at 4.76, a whisker behind the site above (4.77). Replies: none yet to this week's 21, and you usually reply to about 1 in 4 (13 of your last 50). The 3-star is still waiting.

Was this useful? Useful · Done it · Not for us. One click, and it shapes next week's note.

Start with a report: a rival report from £595 + VAT for any site, or a deep dive from £1,875 + VAT across your estate, which includes four weeks of Monday Notes free. The example is from a quiet trial with a London restaurant group in November 2026, real reviews with every name changed. VisibleEdge is a trading name of JPK Consulting Ltd.