EXPERIENCE | HIGHER EDUCATION

FRESH EYES ON CAMPUS DINING: ASSESS, COACH, TRAIN, SUSTAIN

At a large U.S. public university, 4xi runs a three year Fresh Eyes Audit and Support engagement for student dining and retail. The university wants a world class program; its contracted operator had stabilized service, but progress had plateaued.

CLIENT
Large U.S. public university

ENGAGEMENT
3 years, now in year 2

4XI ROLE
Independent audit and coaching

ALSO
Training at 4 universities

THE CHALLENGE

- An independent view beyond the operator's own reporting.
- Findings that turn into action before students return.
- Hospitality skills for frontline teams and leaders.

THE ANNUAL CYCLE

01 Assess
Every venue, every daypart, against the action plan.

02 Coach
In the moment, with onsite leaders.

03 Train
Guest experience and leadership basics.

04 Sustain
Follow up visits and quality checkpoints.

WHAT THE FOLLOW UP FOUND

MOVED FORWARD	MOVED SIDEWAYS	DID NOT MOVE
Leaders on the floor at opening	More manager time, not yet driving change	Hot holding times
Daily huddles documented	Pockets of better cooking	Personalization beyond one station
Name badges up to 75%		Recipe intentionality

RESULTS

A personalization standard for every station by the fall.

Recovery tempo: weekly reviews, named owners, dated milestones.

A partnership reset with a shared narrative for improvement.

What a program needs is rarely another checklist. It is the will to implement change, activated by urgency, discipline and partnership.