



# BetterBeer.com

## New Client Onboarding Manual

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**Better Quality = Better Sales = Better Profits**

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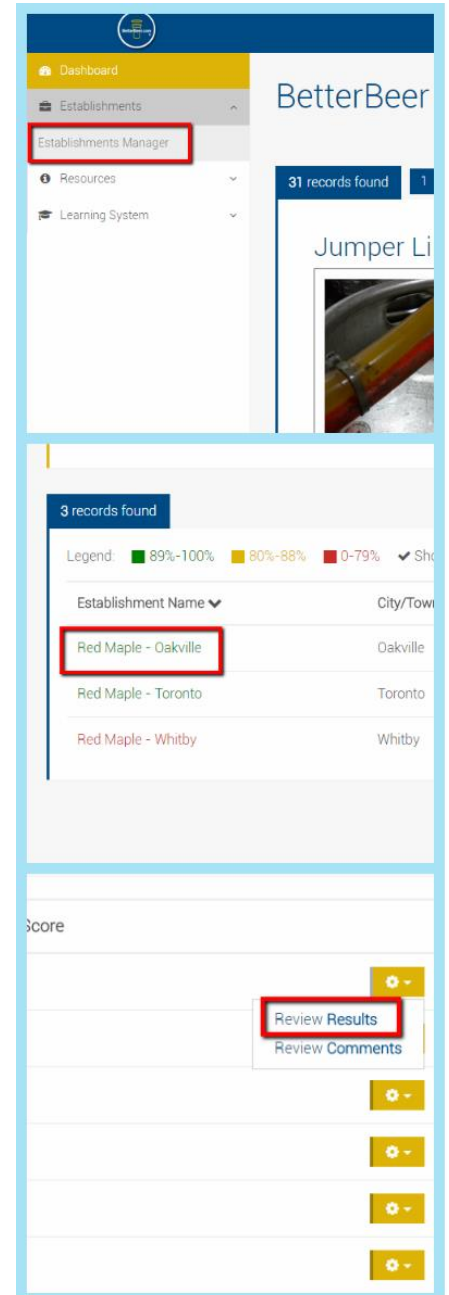


## Viewing your Review Results

Upon completion of each review you will receive an email with the results. These results are also stored online, on the backend of our site which is password protected. The public does not have access to these results, only you and your team do.

Here are the steps:

1. Once you are logged in to the backend of our site using your email and password, you will be taken to the dashboard. Click on ESTABLISHMENTS MANAGER on the menu on the left.  
*(Image 1)*
2. There you will see all the establishments that you are linked to. It may be one if you are a Store Manager or several if you are a Regional Director.
3. Click on the Establishment name. *(Image 2)*
4. Scroll down to REVIEW HISTORY. You will see a list of the past reviews in chronological order, newest first.
5. Click on the gear icon, then REVIEW RESULTS. *(Image 3)*



## Assigning Passcodes

*This function is for Store Managers only.*

If you were issued passcodes for our Serve Better Beer Online Course, you need to assign them to your staff. This course helps staff learn the importance of proper pour and how quality affects profitability, sales, and tips.

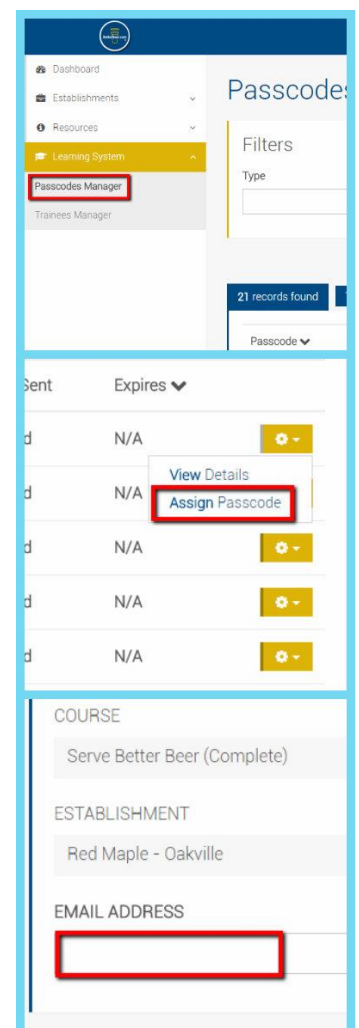
What you need to know about the course:

- Staff have 30 days to complete the online course, which takes most people about 2-3 hours. It is over 60 minutes of video split into 12 lessons, with a test after each lesson.
- They can log in and out as many times as they like and just pick up where they left off.
- The course is optimized for tablets, iPads, and phones in case they don't have use of a computer.
- You can track their progress through the course, see the info on page 7 - Tracking Your Staff's Progress.

To assign **A SINGLE** passcode to **ONE of your staff**:

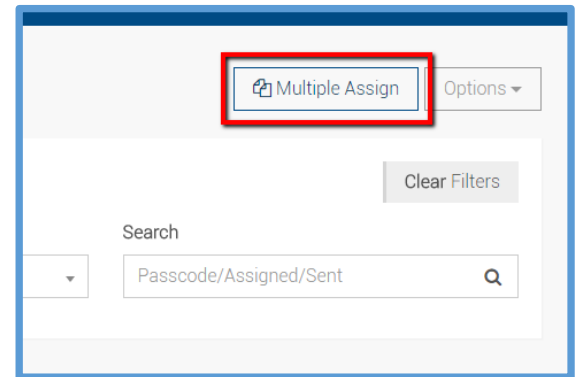
1. Click on ADMIN LOGIN from any page on our site (top left).
2. On the menu on the left side of the page click on LEARNING SYSTEMS, then PASSCODE MANAGER (*Image 1*)
3. Find an unassigned passcode and click on gear icon. *Note: there are only 10 passcodes per page. If you have more than 10 passcodes, you may need to move to the next page by using the page buttons at the top of the passcode section. **PRO TIP - You can also use the drop-down boxes to drill down by course and available or already assigned passcodes.***
4. Click ASSIGN PASSCODE (*Image 2*)
5. Enter in a staff's email address (*Image 3*), then click the ASSIGN button.

Need to see it in action? Watch the short [help video here](#)



To assign **MULTIPLE** passcodes to **A GROUP OF STAFF** all at once so they can take the course, follow these steps:

1. Click on ADMIN LOGIN from any page on our site (top left).
2. On the menu, click on LEARNING SYSTEMS, then PASSCODE MANAGER (*Image 1 previous page*)
3. Click on MULTIPLE ASSIGN top right (*image on this page*)
4. Select the Establishment that you wish to assign passcodes to from the dropdown list.
5. Select the Course that you wish to assign passcodes to from the dropdown list.
6. Using a list of your staff's email addresses that you wish to assign passcodes to (Excel or Word work great for this), highlight and copy their email addresses, (ctrl + C)
7. Paste (ctrl + V) their email addresses into the textbox.
8. Click ASSIGN



NOTE: If you attempt to assign more passcodes than you have, no passcodes will be assigned and you will receive an error message.

Need to see it in action? Watch the short [help video here](#).

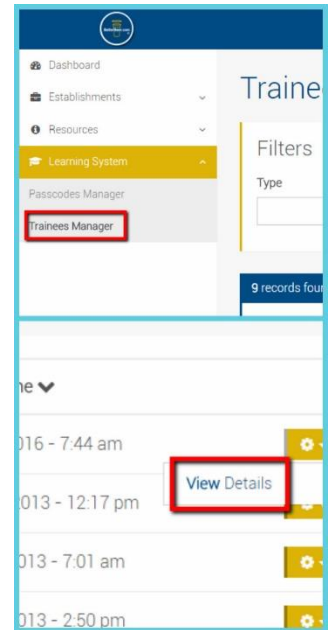
## Tracking Your Staff's Progress

*This function is for Store Managers only.*

As your staff work their way through the course, you can track their progress. Want to know when they were online last? Their test scores? Or how many test attempts it took to complete a lesson?

Here are the steps:

1. On the menu on the left of the page, click on LEARNING SYSTEMS, then TRAINEE MANAGER *(Image 1)*
2. You will see a list of all your staff who have been assigned passcodes for the course. Note: there are only 10 passcodes per page. If you have more than 10 passcodes, you may need to move to the next page by using the page buttons near the top of the passcodes. ***PRO TIP - You can also use the drop-down boxes to drill down by course and/or stage of completion.***
3. Click on the gear icon beside the staff members name, then VIEW DETAILS to see their account details. *(Image 2)*
4. Scroll down to see progress, test attempts, when they were on-line, etc.



If you need (more) passcodes, please email [support@BetterBeer.com](mailto:support@BetterBeer.com) Additional charges may apply.

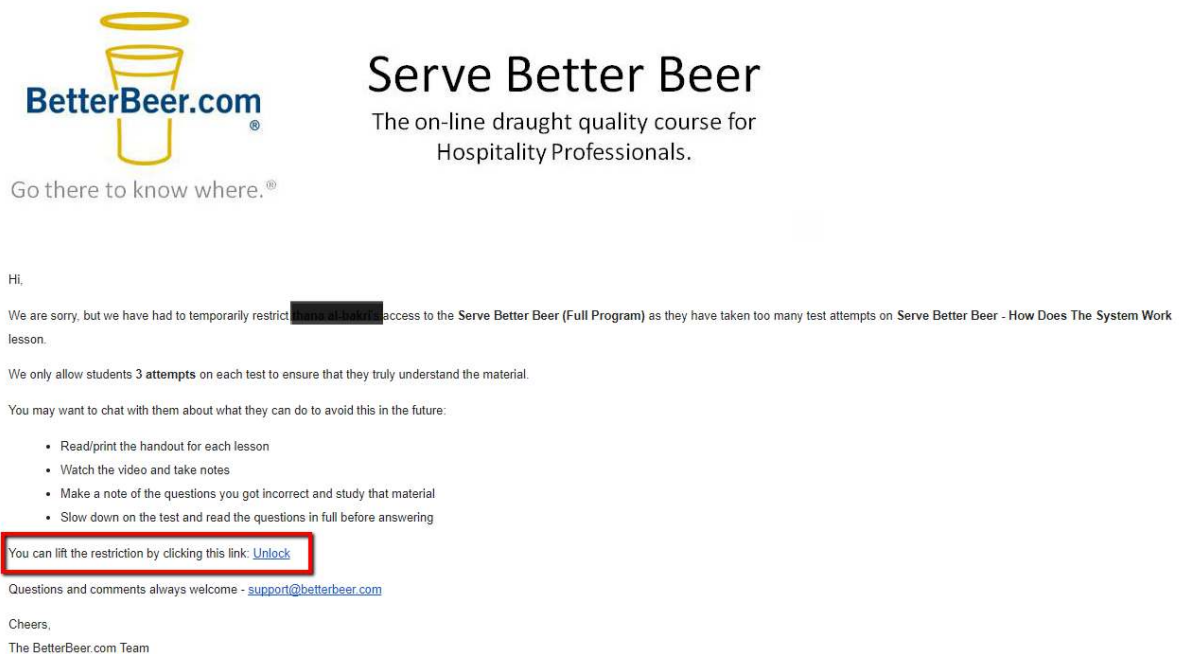
## Unlocking Staff

*This function is for Store Managers only.*

To let you know who is struggling with the tests and to curb cheating on the tests we implemented a three-fail test limit. If staff fail a test four times, they get locked out on the fourth failed attempt. Staff are required to get at least 80% on each test. Four attempts at getting 80% is more than enough for those who read the material and watch the video.

When a staff member gets locked out, the following sequence of events happens:

1. They get a message on the screen informing them what has happened.
2. The Store Manager gets an email (*Image below*) that has the staff member's name and which lesson they are struggling with. In that email is a link that the Manager must click on to unlock the staff.



3. The staff member also receives an email informing them what is going on.

There are two ways to unlock staff. You can click on the link in the email, as listed above, or the following steps if you have deleted the email:

1. In the ADMIN section, on the menu on the left, click on LEARNING SYSTEMS, then TRAINEE MANAGER (*Image 1, previous page*)
2. Scroll down until you find the staff member who is locked out. You can use the dropdown boxes at the top of the page to narrow your search results as well.
3. Click on the gear icon to the right of the person's name, then VIEW DETAILS. (*Image 2, previous page*)



4. Scroll down until you see the big UNLOCK ACCESS button.

Locked: Serve Better Beer (Full Program) ❌

Passcode: zR16A8gCSqM3K1kWhgWTXSP6 Expires: Aug 9, 2017

Unlock Access

#	Lesson Title	Completed	Score	Tries #
1	Serve Better Beer - Introduction	Jul 11, 2017 - 12:15 pm	100%	2
2	Serve Better Beer - How Does The System Work	Jul 11, 2017 - 12:44 pm	63%	6

Return

5. Click that button and they will be unlocked.

Upon unlocking, the Manager and the staff member each receive an email letting them know that they have been unlocked and may now continue the course.

Again, the purpose of this is to let you know who is struggling with the tests as well as to curb cheating.

## Line Cleaning

Draught Line Cleaning is one of the most misunderstood topics in the industry. Neglecting line cleaning has a huge impact on draught quality, sales, and profitability.

Two things that you need to do:

1. [Download and read our article on Draught Line Cleaning.](#) This will give you a better understanding of what the line cleaners should be doing.
2. Ensure that line cleaners fill out the Line Cleaning Log that we posted outside your beer fridge. This is how we monitor the frequency of your line cleaning. **We are looking for a 4-week cycle, 6 weeks at the most.**

Line cleaning makes up 12% of your review score, the second highest amount behind Beer Clean Glasses (16%). Ensuring that line cleaning is done on a regular schedule *and* each clean is recorded will help ensure your review score stays high.

## Beer Clean Glasses

Hands down, the biggest problem with draught beer quality is dirty beer glasses. Good news - it's the easiest fix.

If the head on top of a pint dies on service bar and your staff stir it with a straw or top it up, you have dirty beer glasses and it's costing you a fortune in spillage.

Good news, as part of our full program, we give you a [Beer Glass Cleaning kit](#), comprised of a commercial grade Kiss Kleen beer glass brush, a tub of 100 Beer Glass Cleaning solution tablets, and a laminated instruction sheet.

Used weekly, this system will ensure that your pint glasses will be free from oil and grease on the inside which will result in better head retention, better tasting pints, and more profitability.

Download instruction sheet and MSDS [here](#).



Attention Draught Line Cleaners: Please record date and lines cleaned to ensure compliance in the BetterBeer.com certification program. Thank you.

Company MTDays				
Example: BGS Dec 1/15	✓	✓	✓	✓

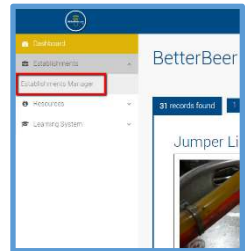


## Updating Your Tap Listings

*This function is for Store Managers only.*

The brands that you pour show up on the front end of our site and our smartphone app. When we conduct a review each month, we will update the tap listings, but you also have the ability to easily update them as they change. Here's how you do it:

1. On your dashboard (backend in Admin) click on ESTABLISHMENTS MANAGER in the menu. *(Image on right)*
2. Click on the Establishment name.
3. Scroll down until you see Tap Options.



Tap Options

8 brands available on tap. Beer brand missing? Let us know by email. AddATap@BetterBeer.com Cheers!

Listing is Up-to-Date Jul 11, 2017 - 9:11 am

Select/Unselect All

× Carlsberg × Coors Light × Creemore Lot 9 Pilsner × Muskoka Harvest Ale × Rolling Rock Pale Lager × Samuel Adams Boston Lager × Sleeman Cream Ale × Sommersby Apple Cider

Save & Email

4. If applicable, uncheck the brands which you are no longer pouring.
5. Place your cursor in the text box with the brands and start typing the brand you wish to add. Click on the brand when it appears.

Amsterdam (416) Urban Wheat  
Amsterdam 3 Speed Lager  
Amsterdam Big Wheel Amber  
Amsterdam Blonde  
Amsterdam Boneshaker  
Amsterdam Downtown Brown

× Carlsberg × Coors Light × Creemore Lot 9 Pilsner × Muskoka Harvest Ale × Rolling Rock Pale Lager × Samuel Adams Boston Lager × Sleeman Cream Ale × Sommersby Apple Cider

Save & Email

6. When you have made all the required changes, click the SAVE & EMAIL button.

Tap Options

8 brands available on tap. Beer brand missing? Let us know by email. AddATap@BetterBeer.com Cheers!

Listing is Up-to-Date Jul 11, 2017 - 9:11 am

Select/Unselect All

× Carlsberg × Coors Light × Creemore Lot 9 Pilsner × Muskoka Harvest Ale × Rolling Rock Pale Lager × Samuel Adams Boston Lager × Sleeman Cream Ale × Sommersby Apple Cider

Save & Email

If the brand is not listed, simply [email us](#) and we will add it to the Master List.

To see a short video on how to do this, click [here](#).

## Resources

We have a section in the Admin area that lists some valuable resources that you will occasionally want to reference/print.

- Beer Glass Cleaning Instructions
- Beer Glass Cleaner MSDS
- Printable FOB Instruction Sheets (all three models of FOBs)
- Printable Proper Pour illustrations
- Troubleshooting techniques
- Review Criteria Solutions - What to do when there are issues discovered during a review
- Seminar handouts
- Keg Shelf Life details
- How to Change a Keg Manual in English, French, Mandarin, and Cantonese.
- plus, more - we continuously update this section

Here is how to get there:

1. On the Menu, click on RESOURCES, then CATERGORIES MANAGER (*Image 1*)
2. Click on the category title to go to that section of resources (*Image 2*).
3. Click on the gear icon beside the resource that you wish to view and click on CONTENT VIEW (*Image 3*).

