

Case Study: Restaurant

“I would give high accolades on the effectiveness and quality of the BARE team. The BARE team is available to discuss any issues or special requests we have had. The monthly reporting is extremely beneficial and exactly what we need to see how all of our regions are performing as well as how we are trending with the different parts of our questionnaire. I highly recommend BARE as a mystery shop company.” – Manager of Operations, National Restaurant Chain

Challenge

A family diner-style chain consisting of eleven restaurants initially recorded low sales trends. The client guaranteed total satisfaction to its customers and, based on numbers, they believed that this service promise was unfulfilled. The primary areas of client concern were: food quality, value, staff attitude (friendliness of server), timeliness of the meal service, overall cleanliness, and if the order was correctly received the first time.

BARE Solution

The client set goals for each location, as well as an overall corporate goal for each category. The primary objective was for each property to meet established corporate goals. Each unit receives a monthly report, a unit ranking report, and a copy of the corporate report. Unit reports are prominently posted in employee areas of the restaurant.

The first year we surveyed each unit twice a month, gathering sixty respondents from each. The client decided on a more aggressive approach and created a contest for unit managers. BARE then started surveying the units four times a month, interviewing twenty customers each time. We changed the reporting format so that it reflected historical trends. For purposes of the incentive program the client only measures the percentage of excellent responses received in the surveys.

Proven Results

With the results that were compiled, BARE helped our client to establish a benchmarking program. Managers became more competitive with each other each month and demonstrated “buy-in” to the survey process and results. There has been a gradual, overall increase in monthly scores for each location since the program launched.

