### The Challenge
An 11-restaurant family diner chain recorded low sales. The client guaranteed total satisfaction to customers. However, based on results, they were not delivering on the promise.

### The Concerns
The primary areas of concern were: food quality, value, staff courtesy, timeliness of service, overall cleanliness, and order accuracy on the first attempt.

### The Outcome
The Client set and publicized new KPI's; both corporately and for each individual restaurant unit. Each unit received a stack-ranked report and a corporate report. Reports were prominently posted in employee areas of each unit. The client launched a contest to reward achievers.
The results established a baseline from which the client could gauge progress towards achievement of the desired state. Consequently, managers developed a healthy internal peer-focused competition. This resulted in regular, incremental increases in the monthly mystery shopping scores across all locations since the inception of the program. Not surprisingly, sales reflected a similar improvement.