

Importance of KPIs in a Restaurant Chain

Presented by: BARE International

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 Outcome and Minimum Benchmark

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.

