

# Garnering Statistically Significant Insight and Encouraging Best Practices

*Presented by Second To None, Inc.*

second to none

## The Need



*An international quick-serve concept chain was looking for a provider to administer a complex evaluation program to measure and compare customer experience standards across a subset of locations. The chain wanted to address data consistency concerns with an existing provider. Additionally, managers sought to understand what factors prevented 'good' locations from consistently achieving 'exceptional' status.*

## Customized Design



*Second To None administered a multi-scenario mystery shopping program to measure both quantitative and qualitative components of store operations including speed of service at the counter, store cleanliness, product quality (temperature and presentation relative to operational standards), and associate engagement.*

## Proof of ROI



*As a mature industry player, incremental growth can be hard to realize. Managers correctly recognized a need to better understand operations across their locations. By consolidating their mystery shopping program and evaluating granular data points, this retailer achieved double-digit sales growth.*

# Garnering Statistically Significant Insight and Encouraging Best Practices

## BUSINESS IMPACT

Implementing the right operational initiatives presented an ongoing challenge for this retailer. Previous research indicated strong customer satisfaction across the network of stores. However, most stores were stagnant; strong performers remained strong, while weaker stores remained weaker. The retailer needed to appropriately link customer satisfaction with operational activities that drove satisfaction. Data anomalies and inconsistent collection methodologies made it almost impossible to draw meaningful conclusions from the existing program.

Multiple scenario mystery shopping programs produce an extraordinary amount of data. It was essential to program success that managers had a simple way to understand both macro-level performance (store performance relative to 'exceptional' status) and micro-level problems (the relationship between product quality and associate engagement). Using Second To None's standard macro- and micro-level reports as well as a series of customized reports, managers could see large scale problems then drill down to examine transaction-level detail to look for underlying challenges.

More than 500,000 evaluations were delivered and analyzed during the program. These evaluations revealed a set of best practices, that if delivered yielded a dramatic impact on performance—including process improvements and production area layout changes. Using the data to tweak operations, this retailer achieved a large and significant improvement in speed of service. Building on that success, year-over-year revenue increased 12-16% at stores that moved from 'good' to 'exceptional' status.

### How did we help?

Using standard and customized reports, we gave managers tools to understand large scale issues and transaction-level detail including production changes and performance benchmarks. These improvements led to **12-16% same store revenue growth**.