



A **Mindshare Technologies** case study

## Improving Image, Menu, and Food Quality Case Study #5 - Casual Dining Restaurant

### The Challenge:

Improving a themed restaurant's image, menu, and food quality.

### The Client:

An 800 seat casual dining, themed restaurant

### Situation:

This large, historically successful restaurant was getting 'stale' and losing its edge. Customer feedback was sporadic, not timely, and not easily used by management.

### Action:

Mindshare was installed to allow our client to get immediate daily input from their customers. The point-of-sale receipt for each meal included a printed offer to call a toll-free number and receive an incentive. Customers called the number, answered a few questions via the telephone keypad, and received a redemption code good for the next service. In addition to the quantitative response, each customer could also leave a verbatim voice recording of their feelings about the service. Customers were asked specific questions about service, staff, menu, and food.

After two months of using the system, management decided to change their menu based upon several thousand surveys from their customers using Mindshare. On the customer service side, management began tracking service issues back to specific servers. Training meetings were held with staff, and one-on-one feedback sessions with individual waiters were conducted to help them understand the customer and be held accountable.

Management continues to use Mindshare to monitor service delivery and customer experience every day.

### Results:

The Restaurant experienced a 20% increase in 'Food Quality' scores after they changed their menu (based on customer input.) These improvements, along with employee service delivery improvements have resulted in a 12 percentage point increase in "Overall Satisfaction" scores. Management now uses the Mindshare system to reward employees and improve their business on a daily basis.

### About Mindshare Technologies:

Mindshare's business monitoring tools help companies improve operational excellence and minimize customer attrition through personal customer involvement. Shortly after their service experience, customers respond to a brief survey using their touch-tone telephone or web interface. Mindshare's proprietary survey technology captures the voice of the customer in real-time and immediately transforms it into actionable intelligence through powerful and incisive enterprise reporting. Reports are updated immediately so that client management can incorporate customer insights directly into their operations. Mindshare serves clients in more than 25 industries, and collects surveys in 67 countries and in 14 languages for companies of all sizes. For more information visit [www.mshare.net](http://www.mshare.net) or contact us:

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