



A **Mindshare Technologies** case study

Using Voice of the Customer Feedback to Increase Revenues

Case Study #1 – Fast Casual Restaurant Chain

The Challenge:

"Proving" to skeptical franchisees that real-time customer satisfaction feedback and voice of the customer programs provide a positive ROI (return on investment) at the store level.

The Client:

A very large fast casual restaurant chain

Situation:

As is the case with almost all large, franchised organizations, 10-15% of this client's franchisees expressed skepticism that Mindshare (or any other customer feedback methodology) could actually improve their business and improve their revenues and profits.

Action:

Mindshare was installed to allow our client to get immediate daily input directly from their customers. The point-of-sale receipt for each customer included an offer to call a toll-free number or visit a web site. Customers called the number; answered a few questions via their telephone or computer keypad, and received a redemption code, validating the offer for a free gift.

Management received Mindshare reports via scheduled email, or could log on to the internet 24/7 to review up-to-the-minute results. Review of the reports followed, with specific actions prescribed.

In order to measure the success of the Mindshare system, about 300 locations began using Mindshare and approximately 550 stores acted as a "control," or baseline to compare against. Sales results for each location were collected for analysis.

Results:

The test was conducted over a six-month period, and then again, over an additional six-month period. Results were strong, clear, and conclusive. After normalizing for pre-existing differences in store performances before the pilot, the net incremental sales growth was 2.4% higher PER MONTH for participating stores. (This result is after netting incremental revenue gains against the incremental Mindshare costs, and the cost of the redeemed incentives.)

In addition, service lapses, identified through Mindshare reporting system were followed up with a personal phone call to the customer from the store location. The promptness of the follow-through helped recover many at-risk customers, and the substantial life-time value they represent in future purchases and referrals

The linkage between improved customer satisfaction and improved financial performance **was very clear and very compelling**. All franchisees are now participating in the Mindshare program.

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 or contact us:

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