



A **Mindshare Technologies** case study

## Operational Training using Customer Feedback

### Case Study #9 - Fine Dining Restaurant Chain

#### The Challenge:

Our client was unaware of multiple poor practices being employed by restaurant wait staff.

#### The Client:

Fine Dining Restaurant Chain.

#### Situation:

Individual service lapses were occurring. Management wanted a way to measure and monitor employee service delivery and to involve the customer in constructing better service.

Examples from verbatim voice customer recordings at the time of service:

*"There were **no clams in my clam chowder.**" (Training issue on dipping ladle to bottom of tureen)*  
*"Your server **did not know the menu offerings** and **never filled my water glass.**"*  
*"Could you include **more vegetarian** or low-carb offerings?"*

#### Action:

1. 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 or visit a website and receive an incentive. Customers called the number, answered a few questions via the telephone keypad, and received a redemption code good for their next visit.
2. In addition to the quantitative response, each customer can also leave a verbatim voice recording of their feelings about the service received.
3. "Alert" reports are triggered immediately to management when customers give negative responses.
4. Management is able to use quantitative survey responses AND have wait staff listen to the CUSTOMER'S OWN recorded voice to train them on appropriate practices.
5. Customers who give permission for a return call about the incident are called immediately.

#### Results:

Our client was able to make immediate changes to poor operational practices and was able to effect immediate service-lapse recovery by contacting the affected customers. In essence, we have **transformed our client's customers into performance coaches for front-line staff**. Profits and customer retention are increasing.

#### 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:

**CONTACTS:** Richard Hanks (801) 743-7580 [rhanks@mshare.net](mailto:rhanks@mshare.net)  
John Sperry (801) 743-7567 [jsperry@mshare.net](mailto:jsperry@mshare.net)