

# Guest Recovery

Contact Center Services to recover customers and create advocates for your brand.

**T**HE RESTAURANT INDUSTRY IS INTENSELY COMPETITIVE WITH numerous players in each segment. Because there are so many options in the industry, there is just no room for error. One bad experience and guests just don't come back. Deliver the wrong order, serve cold food, or be rude to the guest and they are out the door never to return. In our most recent restaurant consumer preference and competitive benchmark study, we found that 68% of consumers that had a bad experience did nothing — they just voted with their feet and went elsewhere. But another 21% did actively complain through a guest experience survey, posted a social media comment or called the contact center. The key consideration for restaurant organizations is how effectively they recover the 21% that actually voice their concern.

Market Force has developed an entire suite of contact center and social media solutions that enable first contact resolution with all inbound guest contacts, from phone to website to social media. With our consistent, unified system to track every issue through to resolution, restaurant brands can simplify the process of resolving guest concerns, build long-term loyalty and increase same-store-sales. Guests can reach out through a fully-staffed 1-800 call center to begin the process of expressing their concerns and empower the business to facilitate guest recovery as needed.

Restaurant operators are in the “one strike and you’re out” industry!

68% of all guests who experience a problem do nothing – **they just don't come back.**

TRAFFIC

OPERATIONAL EXCELLENCE

RETURN AND REFER

FINANCIAL RESULTS \$

**Guest Recovery:** Contact Center Services to recover customers and create advocates for your brand.

## SOLUTION POINT OF VIEW

### FEATURES OF AN EFFECTIVE GUEST RECOVERY CONTACT CENTER SERVICE INCLUDE:

- Live agents representing your brand who are specially trained to defuse and comfort upset guests
- Communicating with your guests by telephone, web, email, social media, mobile and online chat any time, day or night
- Integrating social media monitoring capabilities across multiple social channels to engage your guests who post negative content about the brand online
- Empowering contact center agents to respond directly in the social space where a negative post originated, such as Facebook or Twitter, and creating a case within the reporting platform to track the outcome
- Classifying inbound contacts by category and level to easily track trends and identify opportunities
- Leveraging instant notifications via fax, phone, or email to operations contacts to quickly escalate urgent issues
- Providing follow up letters, vouchers and fulfillment services
- Deploying a state of the art online reporting platform for tracking guest issues from initial contact through to final resolution
- Consulting with a team of PhD statisticians and data scientists who can model the guest complaints and link those results to financial measures such as same store sales growth to help quantify the costs of lost guests as well as the increased ROI of those that are recovered

## How effectively do you recover frustrated guests today?

If you are uncertain as to how effectively you are currently recovering guests and do not know which issues are driving guest defection, implementing a robust guest recovery contact center may be the right solution for your brand to help facilitate higher levels of guest satisfaction and loyalty and financial performance. Building a world class solution will help you protect your brand, delight guests and make more money.

## Our Solutions



Strategic Advisory Services



Technology



Measurement Channels



Analytics & Insights



Market Research



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**Protect your brand's reputation. Delight customers. Make more money.**

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