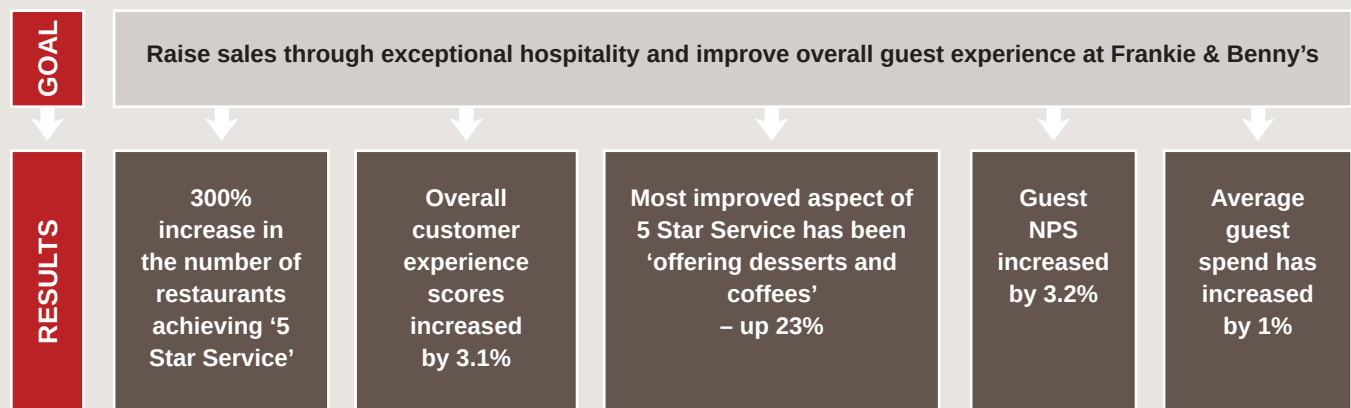


# Frankie & Benny's

Market Force Delivers  
'5 Star Service' For Frankie & Benny's

## KEY RESULTS



**M**ARKET FORCE INFORMATION® HAD BEEN RUNNING A COMBINED program for The Restaurant Group (Owners of Frankie & Benny's, Chiquito and Garfunkels) since 2008 using monthly Customer experience visits utilizing Market Force's database of over 400,000 genuine consumers and an on-going customer satisfaction survey.

### THE CHALLENGE

Introduce a new attitude of how to raise sales through exceptional hospitality and improve overall guest experience at Frankie & Benny's.

*Frankie & Benny's*

**THE SOLUTION**

Market Force implemented a unique program that included:

- Customer Experience Visits
- Customer Satisfaction Surveys
- Predictive Analytics

The program was launched by Market Force in conjunction with a new 'Hospitality Handbook' which provided advice, guidance and practical tips of ways to raise the bar on service and how to enhance guest experience through exceptional hospitality.

Through the feedback gained in the customer experience visits and customer satisfaction surveys, Market Force's analysts identified 5 key interactions that would enhance guest experience and guest spend by using Market Force's patent pending predictive analytic models. These key interactions were to be known as '5 Star Service'.

The new '5 Star Service' initiative was introduced by Market Force's Marketing and Account Management teams at Area and Regional meetings. At the same time, the Customer experience visits were evolved to place additional focus on these five key interactions while the Customer Satisfaction survey remained constant to evaluate the overall impact on customer experience.

To communicate the results, Market Force created a new set of bespoke 5 Star Service reports which were sent to all levels of the business from Managing Director to each restaurant team.

The results are also communicated in a 'Service & Hospitality' newsletter sent to all restaurants on a monthly basis recognizing high performers, most improved restaurants and featuring interviews with top performing managers to share best practice.

**RESULTS**

Since the introduction of the 'Hospitality Handbook' and the '5 Star Service' program in June 2011,

**Frankie & Benny's have seen:**

- 300% increase in the number of restaurants achieving '5 Star Service'
- Overall customer experience scores increased by 3.1%
- Most improved aspect of 5 Star Service has been 'offering desserts and coffees' – up 23%
- Guest NPS increased by 3.2%
- Average Guest spend has increased by 1%

**Thought Leadership**

**877.329.9621**  
more-info@marketforce.com

Visit [www.marketforce.com](http://www.marketforce.com) for more great content.



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