

# Pizza Restaurant

A recipe for success

## KEY RESULTS



**WHAT MAKES AN EXPERIENCE TRULY UNIQUE AND SPECIAL?**  
One of the UK's most popular restaurants believes it to be; the place, the people, some secret recipe but especially the people.

Part of providing an unforgettable experience is ensuring there is consistency across the brand and that each and every restaurant is living and breathing what makes this restaurant truly unique.

### THE PERFECT RECIPE: A COMBINED SOLUTION

Market Force Information® first started working with this company in 2009 by launching a guest satisfaction survey. Designed to capture subjective feedback to understand what customers liked and disliked about their experience, and to identify key areas for improvement, they were able to tailor their restaurant experience to the demands of their customers who are invited to share their experience via a web address printed on the receipt.



**WE DELIVERED**

In 2014 the program expanded with the introduction of monthly mystery shopper visits. Market Force developed a program to ensure that the 10 steps of service outlined in their service journey are delivered to customers.

With the guest satisfaction survey capturing large volumes of feedback and the mystery shops focusing on the finer detail of the interactions and service experience guests receive, it is no wonder the program has driven key changes in behavior.

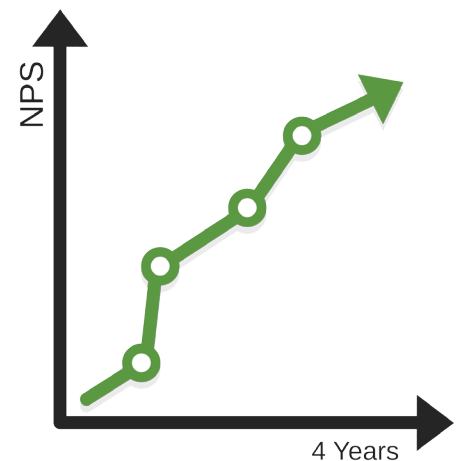
**RESULTS**

Since the launch, the guest satisfaction survey has received an average of 9,000 responses per month and their Net Promoter Score® (NPS) and a guests' likelihood to recommend to friends and family, increase 26.5% over a four year period.

Just three months after Market Force launched the wider customer experience program and completing almost 1,500 visits, the guest experience visits quickly highlighted that one area needed more focus: Upselling and Interaction. Market Force identified that not only did interactions around upselling such as asking guests if they would like a starter or side order, offering a second drink or a hot drink after their meal would bring a financial return, they also helped drive customer advocacy. Each of these upselling opportunities saw a double digit improvement in this short space of time.

**Net Promoter Score  
increased by:**

**26.5%**



**Thought Leadership**

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

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