

Customer sentiment analysis

Restaurant chain

- Analyzed customer survey data to understand overall customer sentiment and identify improvement areas
- Built a robust automated dashboard in Power BI to track the customer satisfaction and identify key trends by restaurant, region, etc.

Restaurant chain needs to analyze customer feeds

Picture this...

You're looking to consolidate sales and survey data, analyze the customer feedback data, and set up automated self-serve dashboards in Power BI that provide insights into customer sentiment. Currently, you lack visibility into the sentiment of customers and their overall dining experience in the restaurants, due to unstructured survey questionnaires and untimely reporting of survey data.

You turn to Accordion.

We partner with your team to analyze customer survey data to understand overall customer sentiment and identify improvement areas, including:

- 1) Integrating sales data with survey data (in TableSafe & Medallia applications) and creating a consolidated data model for reporting on SQL server
- 2) Structuring the survey questionnaires by classifying the questions into different categories, such as atmosphere, hospitality, attentiveness, brand, F&B, etc.
- 3) Designing two customer sentiment metrics – BM% (bad memory) & TB% (top box) and analyzing the survey data to identify key sentiment trends
- 4) Building a self-serve, robust automated dashboard in Power BI to track all key sentiment insights and providing timely reporting to all stakeholders

Your value is enhanced.

- Timely reporting of customer sentiment enabled you to identify restaurants with poor customer satisfaction scores and specific areas of improvement for each restaurant
- The strategic changes and initiatives driven by the customer sentiment reporting helped you to improve overall customer satisfaction, boosting net sales by ~3% (\$1.5M) in a quarter

CUSTOMER SENTIMENT ANALYSIS

KEY RESULT

- Net sales boosted by ~3% (\$1.5M) per quarter

VALUE LEVERS PULLED

- Customer sentiment metrics - BM% (bad memory) & TB% (top box)
- Consolidated data model
- Structured survey questionnaires
- Self-serve BI Dashboard

Sentiment analysis for restaurant chain

Situation

- Client lacked visibility into the sentiment of customers and their overall dining experience in the restaurants, due to lack of structured survey questionnaires and timely reporting of survey data
- Partnered with the client to consolidate sales and survey data, analyze the customer feedback data, and set up automated self-serve dashboards in Power BI that provide insights into customer sentiment

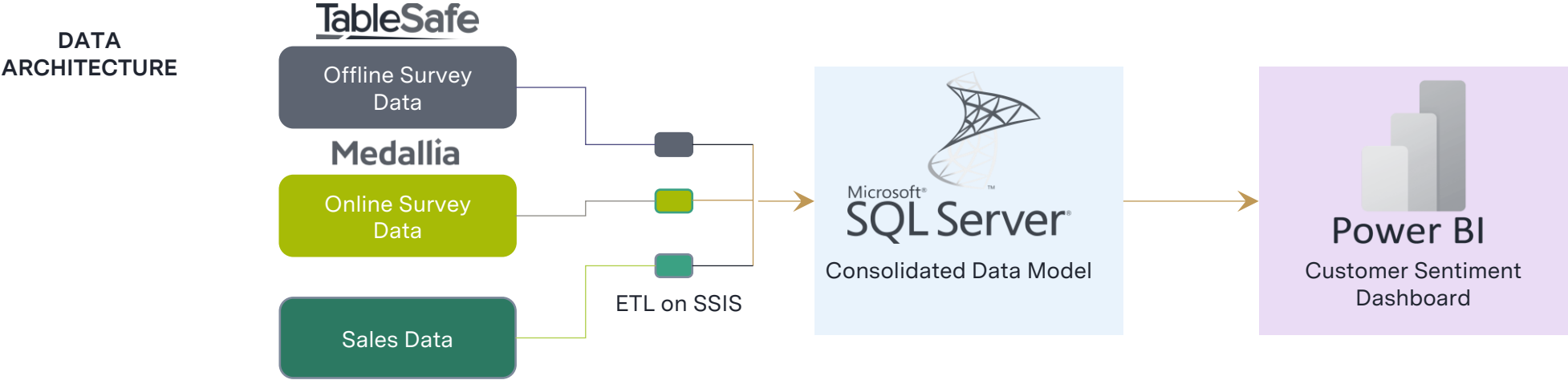
Accordion Value Add

- Integrated sales data with survey data (in TableSafe & Medallia applications) and created a consolidated data model for reporting on SQL server
- Structured the survey questionnaires by classifying the questions into different categories, such as atmosphere, hospitality, attentiveness, brand, F&B, etc.
- Designed two customer sentiment metrics – BM% (bad memory) & TB% (top box) and analyzed the survey data to identify key sentiment trends
- Built a self-serve, robust automated dashboard in Power BI to track all key sentiment insights and provide timely reporting to all stakeholders

Impact

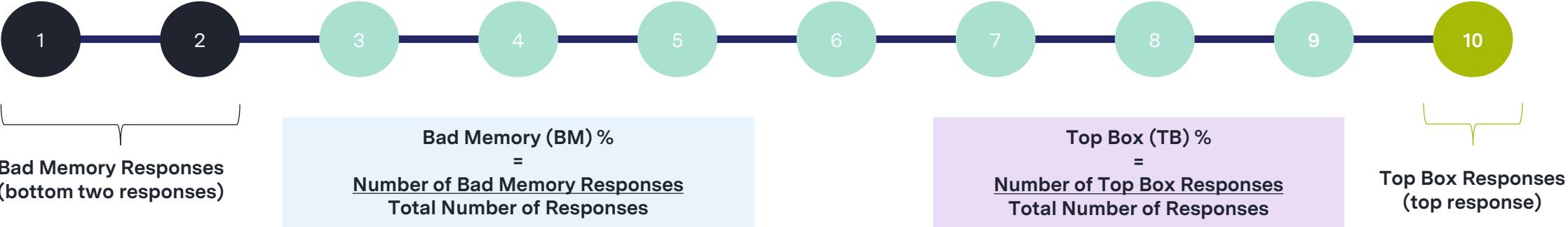
- Timely reporting of customer sentiment enabled the client to identify restaurants with poor customer satisfaction scores and specific areas of improvement for each restaurant
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Methodology/Approach

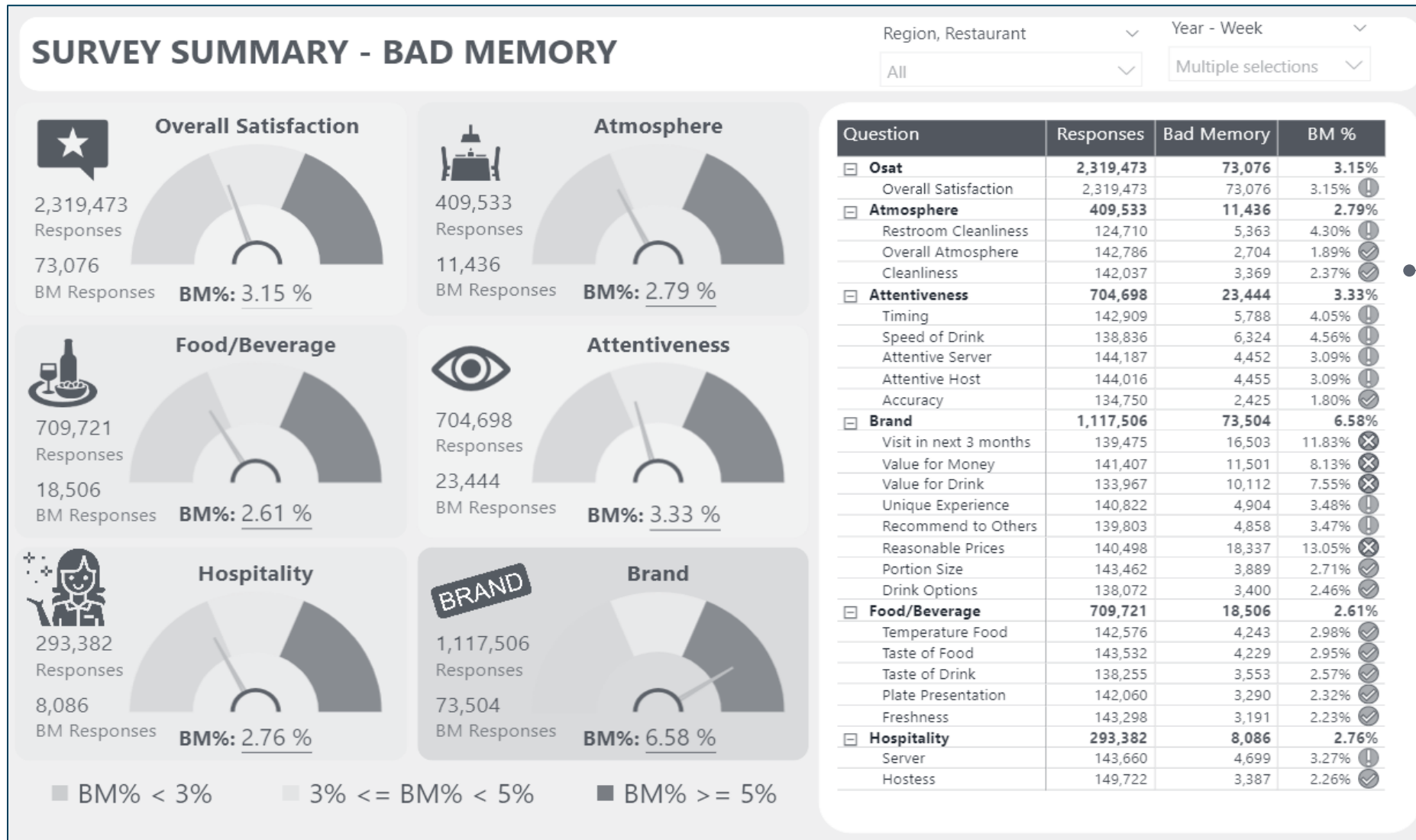


SENTIMENT KPIs

CUSTOMER SURVEY SCALE

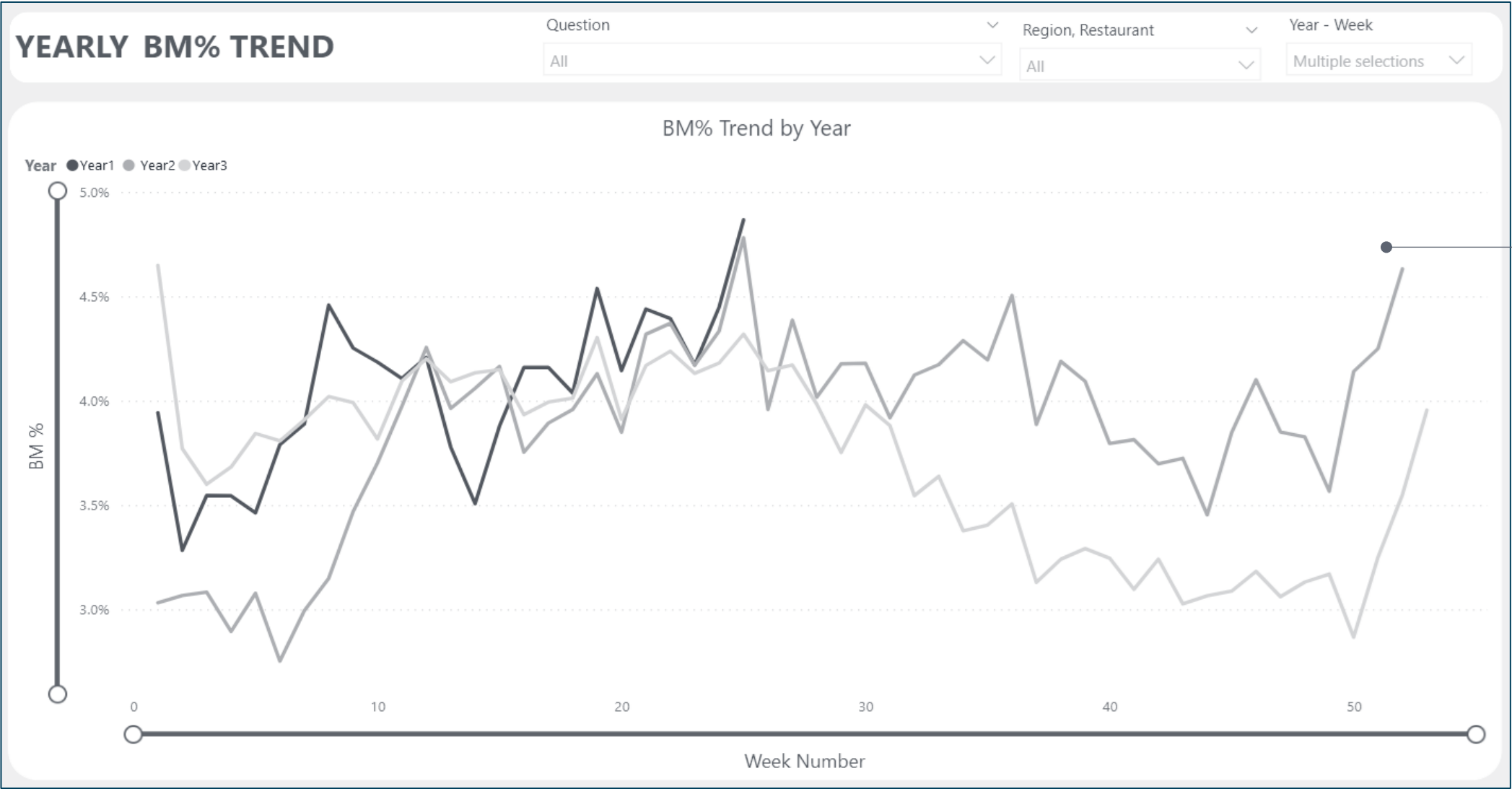


Customer sentiment summary



Bad Memory (BM) % at each question level represents the customer dissatisfaction within different parameters of dining experiences, such as atmosphere, attentiveness, brand, food and beverage value, and hospitality

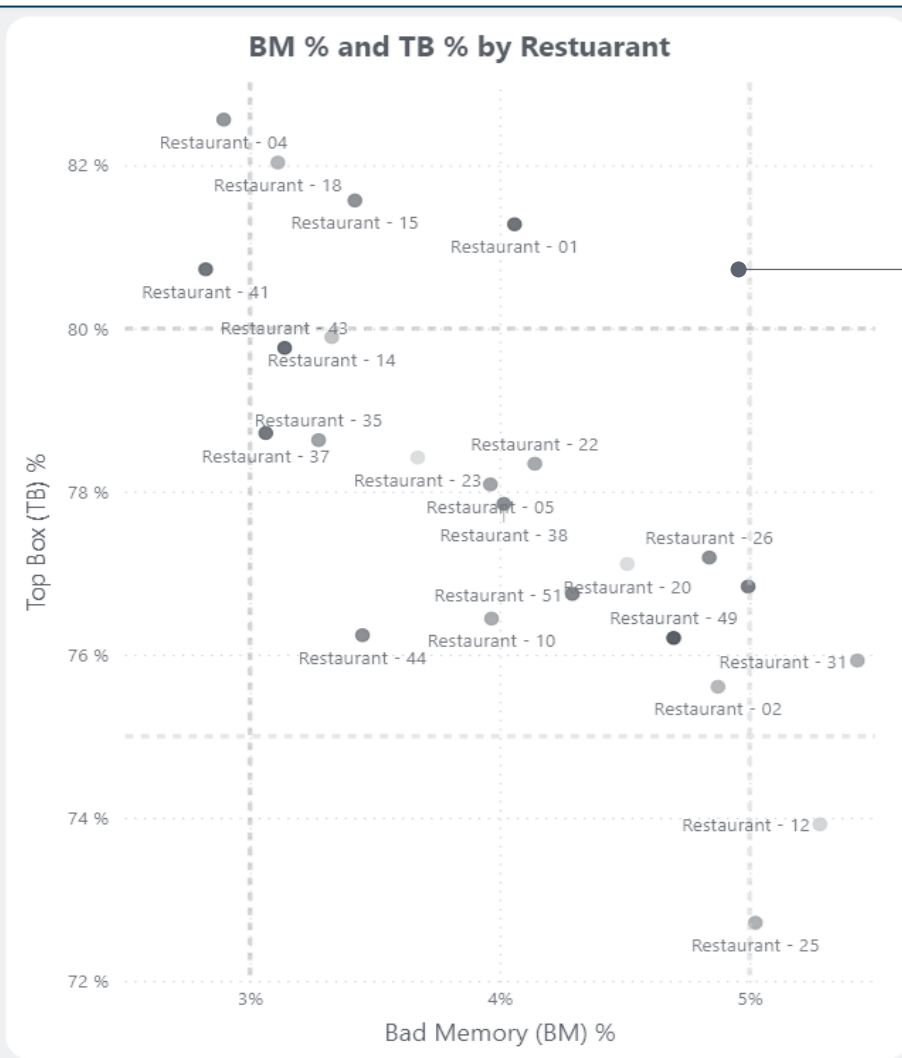
Customer sentiment trend



This chart tracks the customer sentiment trend by week and compares it with prior years

Customer sentiment by restaurant

Restaurant	Net Sales per Week	Survey Responses	Top Box Responses	Top Box%	Bad Memory Responses	Bad Memory %
Restaurant - 10	\$178,997	24,880	19,019	76.4 % !	987	3.97% !
Restaurant - 04	\$163,101	20,139	16,627	82.6 % ✓	583	2.89% ✓
Restaurant - 02	\$133,069	14,959	11,310	75.6 % !	729	4.87% !
Restaurant - 23	\$130,638	22,361	17,535	78.4 % !	821	3.67% !
Restaurant - 35	\$129,768	21,925	17,240	78.6 % !	718	3.27% !
Restaurant - 15	\$128,392	28,948	23,613	81.6 % ✓	990	3.42% !
Restaurant - 31	\$125,566	17,435	13,238	75.9 % !	947	5.43% ✗
Restaurant - 37	\$118,859	20,012	15,753	78.7 % !	613	3.06% !
Restaurant - 18	\$117,514	19,443	15,950	82.0 % ✓	605	3.11% !
Restaurant - 05	\$115,440	17,767	13,874	78.1 % !	704	3.96% !
Restaurant - 33	\$113,328	15,718	12,077	76.8 % !	785	4.99% !
Restaurant - 41	\$105,188	22,497	18,161	80.7 % ✓	635	2.82% ✓
Restaurant - 14	\$103,663	17,250	13,782	79.9 % !	574	3.33% !
Restaurant - 51	\$98,049	16,362	12,557	76.7 % !	702	4.29% !
Restaurant - 01	\$96,481	18,748	15,238	81.3 % ✓	761	4.06% !
Restaurant - 20	\$94,429	19,688	15,182	77.1 % !	888	4.51% !
Restaurant - 44	\$91,473	28,025	21,366	76.2 % !	967	3.45% !
Restaurant - 12	\$88,608	16,131	11,924	73.9 % ✗	852	5.28% ✗
Restaurant - 49	\$86,460	15,268	11,635	76.2 % !	717	4.70% !
Restaurant - 22	\$86,352	20,071	15,724	78.3 % !	831	4.14% !
Restaurant - 25	\$83,177	13,039	9,481	72.7 % ✗	655	5.02% ✗
Restaurant - 38	\$79,935	15,363	11,960	77.8 % !	617	4.02% !
Restaurant - 43	\$65,914	18,574	14,815	79.8 % !	583	3.14% !
Restaurant - 26	\$57,546	11,842	9,141	77.2 % !	573	4.84% !
Total	\$107,998	456,445	357,202	78.3 %	17,837	3.91%

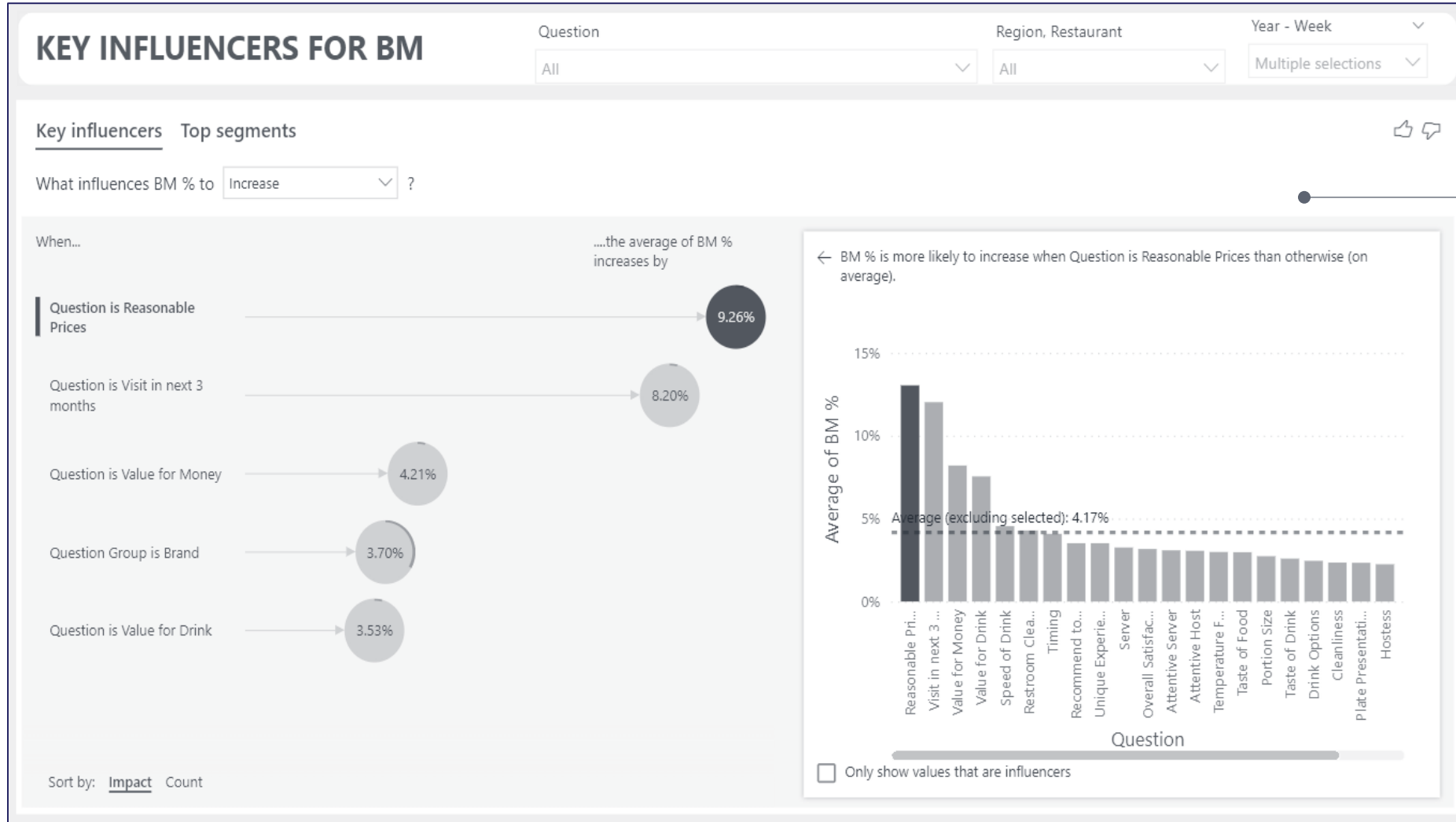


This chart helps identify restaurant performance based on customer sentiment:

Low performance
(high BM% & low TB%)

High performance
(low BM% & high TB%)

Key factors influencing customer sentiment



This charts helps identify key factors influencing overall customer satisfaction