

SEVEN BROTHERS

COMPANY CASE STUDY

SEVENBROTHERS

PROBLEMS

The biggest challenge for Seven Brothers is **not taste or popularity** – customers love the burgers and fries – but **gaps in overall dining value and inclusivity**. According to both the focus group and the 129-person survey, customers praised taste and freshness but frequently mentioned issues with **limited dietary options, inconsistent fry crispiness, slow service during peak hours, small drink sizes, and packaging that sometimes causes sogginess**. Many customers also felt menu descriptions didn't clearly communicate ingredients or dietary labels, making it harder for people with restrictions to decide quickly. These issues don't stop people from visiting, but they **prevent the restaurant from reaching its full satisfaction and loyalty potential**, especially among young, single diners who love the food but want more personalization and value.

STRATEGIES

To solve these issues, the research study focused on **improving the customer experience without changing the core identity of the brand – big portions, local flavor, and comfort food**. The recommended strategies centered on **enhancing menu diversity** by adding vegetarian, keto, and gluten-free items, plus customization options like cheese variety and sauces. **Increasing perceived value** by adjusting drink sizing, offering combo deals, and adding promotions that resonate with students and young adults. **Boosting operational consistency** through fry-quality standards and improved packaging for to-go orders. **Improving the in-store experience** with faster service, more engaging interactions, and upgrades to seating and atmosphere. **Using customer feedback and loyalty mechanisms** to encourage repeat visits and word-of-mouth. These strategies protect what customers already love while addressing the pain points mentioned repeatedly in the findings.

ACTIONS

The research team translated the findings into six actionable recommendations for the restaurant, **expand menu variety and dietary options** – more vegetarian, gluten-free, and customizable selections, plus clear dietary labels on the menu. **Improve portion value perception** – keep burgers and fries the same, but increase drink sizes and launch bundle/loyalty deals. **Enhance food consistency** – standardize fry crispiness and seasoning, upgrade ingredients for pickles and cheese, and consider a revamp of the chicken sandwich. **Upgrade service and ambiance** – invest in staff training for speed and friendliness, and make the dining environment more inviting. **Improve packaging quality** – redesign to-go containers to prevent sogginess and maintain temperature. **Boost engagement & promotions** – use targeted discounts (especially for students), social media visibility, and loyalty rewards to build long-term customer relationships. These actions directly tie back to customer feedback, making them practical and likely to increase satisfaction, retention, and positive word-of-mouth.