

Listening to your Customer and Acting



The Best Food in Town

A Case Study of the successful journey of “The Best Food in Town”

“Preparation is the key to success..”

- Alexander Graham Bell

Executive Summary

‘The Best Food in Town’ restaurant’s success journey from a startup to popular restaurant in town. Key reason of this success was proper preparation, effective listening and action plan.

Challenges

There was a major setback to a restaurant chain in town, which led to its decline in popularity and caused them a lawsuit. It was literally impossible for a new restaurant to step foot in a market where people had lost their faith in restaurant chains in the town. With these circumstances in place, it was practically difficult to get a restaurant permit since the authorities had imposed stringent regulations following the recent lawsuit.

Preparations:

Russel, a young entrepreneur, did not bother about the challenges, had done complete research, and was completely ready to acquire a restaurant license.



The research included:

Pre-requisites for Business License, State rules for Liquor License, Food Service License, Employee Identification Numbers, Food Handlers Permit and Sign Permit, Location, Waste Management, Market prices competition, Effective Procurement, talent acquisition.

Business Analysis & Implementation:

The research helped Russel in acquiring the restaurant license in an easy manner, which helped him, setup restaurant in less time and he utilized the situation and converted the risk into an opportunity to earn the trust of people. Russel worked on all the shortcomings of the failed restaurant and made sure that his restaurant does not repeat those mistakes. Some of the mistakes and their repercussions are as:

1. Not training the staff and management to understand the customer's requirement.
2. Not establishing a methodology in place for writing down customer's preferences, allergen details. This was one of the major causes of failure for the restaurant and cost them a lawsuit. 'The best food in town' purchased a recipe software that displays a pop-up notification about the details of allergens in a recipe on a mobile device and thus allows the waiter and chef to confirm the same before serving it to the customer.
3. Not understanding the cost of bad customer service. Russel and his team-

analyzed statistics from American express and other surveys about the change in behavior of planned purchases of customer after receiving bad services. This analysis helped them establish a methodology for indirect customer interaction.

4. Not respecting what customers think, 'The Best Food in Town' invested efforts in collecting feedbacks from customers. Participated in different social media platforms, email marketing and encouraged people to write reviews both online and offline and acted on the suggestions posted by customers and non-customers, this was something the failed restaurant didn't ever consider.
5. The failed restaurant never worked on the WOW experience of customers as one dissatisfied customer spreads his/her dissatisfaction rapidly and it takes 100's of positive customers to eliminate that one negative experience.

"To earn the respect (and eventually love) of your customers, you first have to respect those customers. That is why Golden Rule behavior is embraced by most of the winning companies."

- Colleen Barrett, Southwest Airlines President, Emeritus

Benefits, Return on Investment and Plans:

1. Recipe software helped them in providing a delightful experience to the customers because they were effectively able to inform the customers about any allergens while capturing & delivering the order.
2. Effective staff training led to customer satisfaction as the staff handled the customer interactions calmly & politely. This benefitted them with the increase in customer's footfall, which was measured by the number of regular customers.
3. Effective purchasing analysis helped the restaurant with remarkable increase in revenue. It also helped them in opening a chain of restaurants.
4. With increase in customer base and popularity on social media, they are working on a business plan to start online food orders and drive through.