

FREDDY'S RESTAURANT ANALYSIS

PREPARED FOR:

GENERAL MANAGER OF FREDDY'S RESTAURANT

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CUSTOMER REVIEWS

(OBTAINED THE REVIEW DATA FROM TRIP ADVISOR & YELP).

1. I'm super disappointed in the slowness of this Freddy's. We were second in line in the drive-through & waited over 20 minutes before I walked inside & asked for our items. Ordering is ice cream & it sits on the counter for 20 minutes while you are waiting in the drive-through. Both of the items we got were completely melted. We ordered an hour before closing & when I went inside there were 6 employees I could see, although most were cleaning not preparing food / helping customers.

2. We used to go to Freddy's at least 1-2 times a week here in Flagstaff. But, the last 3-4 times, the food is room temperature and not fully cooked. There have also been times when it has taken 10 minutes to get our food. My husband has had to go up to the counter to find out where our food was only to see it just sitting there. The tables are always dirty too. I have had to clean them myself just to be able to eat. I have emailed Freddy's corporate office with no response at all. So, until management changes or their staff changes, we are no longer eating at Freddy's.

3. If you like chunks of strawberry in your shake and you drink with a wide straw. You will love Freddy's. Best selection of shakes. Love their burgers with pickle slices in the long way section of the pickles. Pay a little more, but worth it! Also, try their onion rings. Best fat food in town.

4. I think I hyped myself up about the burger because everyone says it is so good here. The burger was really good but not the best I have had, I would say Mama Burger has better burgers by far. I got the California burger and I would just rate it average, way better than a fast food burger (like McDonalds, Carl's Jr., or Burger King) but it was not what I had expected it to be. I did order their custard though. It was REALLY good! I got a small banana which is pretty big for a small and it was so awesome. I would go back there just for their custard!

5. I was more than satisfied with the service I received. I don't often choose Freddy's as my go-to burger spot but from now on I will be visiting more often. Thanks for the great service! (:

MY VISIT TO THE RESTAURANT

During my visit to the restaurant, I observed that Freddy's is strategically located near a signal, ensuring easy accessibility. While Flagstaff is not densely populated, it faces heightened traffic during snowfall, Thanksgiving, and festive seasons, leading to congestion at the drive-through. Despite occasional traffic challenges, the on-site customer service left a positive impression, with attentive and helpful staff ensuring swift order fulfillment. With an overall rating of 3.5, the restaurant lags behind others in Flagstaff boasting higher ratings, a discrepancy potentially attributed to high pricing. This data underscores the need for improvement in addressing pricing strategies to better align with customer expectations and enhance competitiveness against higher-rated establishments in the area.

ANALYSIS OF CUSTOMER REVIEWS

Based on the provided customer reviews, it's evident that Freddy's faces both positive and negative sentiments from its patrons. Two customers expressed dissatisfaction with the restaurant, emphasizing issues such as slow service, prolonged wait times in the drive-through, and concerns about food temperature and cleanliness. These reviews highlight operational challenges that need addressing, particularly in terms of efficiency during peak hours and maintaining food quality. Conversely, the positive reviews praised Freddy's for its diverse shake selection, unique burger offerings, and excellent customer service, indicating that certain aspects of the restaurant are appreciated by its clientele. To improve overall customer satisfaction and success, Freddy's may need to address operational efficiency, food quality consistency, and cleanliness standards. Additionally, acknowledging and responding to customer concerns, as exemplified in negative reviews, is crucial for building trust and loyalty.

RECOMMENDATIONS FOR RESTAURANT:

1. Operational Efficiency Improvement:

Address the issues related to slow service and prolonged wait times, especially during peak hours. This may involve optimizing the workflow, ensuring adequate staffing levels, and implementing measures to expedite order fulfillment in both the drive-through and the restaurant.

2. Quality Control and Consistency:

Focus on maintaining consistent food quality and ensuring that items are fully cooked. This includes addressing concerns raised about room temperature food and melted ice cream. Implementing rigorous quality control measures and regular training for kitchen staff can help in achieving this goal.

3. Proactive Customer Engagement:

Acknowledge and respond to customer feedback, especially negative reviews. Establish a system for handling customer complaints and inquiries, and consider offering incentives for customers to share their experiences. Proactive engagement can build trust, demonstrate a commitment to improvement, and enhance overall customer satisfaction.

ADDITIONAL DATA REQUIRED FOR BETTER ANALYSIS:

1.Customer Feedback Trends:

Access to more comprehensive data on customer feedback trends over time would be valuable. Analyzing patterns in positive and negative reviews, seasonal variations, and any notable shifts in customer sentiments can provide deeper insights into specific areas that may require attention.

2. Competitor Benchmarking:

Comparative data on key performance indicators (KPIs) such as pricing, service speed, and customer satisfaction scores for similar establishments in Flagstaff would be beneficial. This information can help Freddy's benchmark its performance against competitors and identify areas where it may need to improve or differentiate itself.

3. Employee Satisfaction and Training Records:

Understanding employee satisfaction levels and accessing training records can provide insights into the restaurant's internal operations. Satisfied and well-trained staff are more likely to contribute positively to customer experiences. Employee feedback and training data can guide efforts to enhance staff performance and morale. Collecting and analyzing this additional data will contribute to a more comprehensive understanding of the restaurant's dynamics and facilitate more informed recommendations for improvement.