

RESTAURANT EGON HAS AN APPETITE FOR FEEDBACK

Egon deliver seamless customer experiences to thousands of hungry guests

CASE STUDY: EGON RESTAURANT

REAL-TIME NPS DATA DRIVES BUSINESS IMPROVEMENT

Using Questback's Enterprise Feedback Suite, Norwegian restaurant chain Egon runs a continuous customer satisfaction survey across the company's 40+ restaurants in Norway and Sweden. With real-time NPS data from its customers, Egon's restaurant managers are able to drive incremental improvements day after day and react to possible problems as they occur. The solution allows Egon's management team to compare and contrast the results between restaurants and apply proven best practices from the highest performing restaurants to all the other locations.



SITUATION

Objective:

- › Increasing customer satisfaction and loyalty
- › Complementing financial metrics with customer feedback
- › Responding to increasing competition
- › Attracting the best talent

Satisfied customers = healthy business

In the restaurant business, customer loyalty is everything. After all, satisfied guests are much more likely to return and recommend the restaurant to their friends and family. This realization drove Norwegian restaurant chain Egon to seek out a solution that would help them collect real-time feedback from their guests across all 40 restaurants.

Fighting for the best talent

Before implementing Questback's Enterprise Feedback Suite, Egon restaurants' success was measured solely in sales and profitability, with no customer experience metrics in place. Along with the external pressure from customers and competitors, Egon's management team found it increasingly difficult to motivate the restaurants' customer-facing staff with purely financial metrics. And with ever-growing competition for the best talent, Egon's management team realized that in the long term, satisfied guests would also help attract the most talented kitchen staff.



SOLUTION

A robust tool for continuous measurement

As Egon's CMO Ståle Nøst explains: "Previously we had used a simple online tool to run one-off customer insight surveys. However, we knew that we needed something a bit more robust to be able to continuously measure our guests' experience across 40 restaurants." With that brief in mind, Nøst naturally thought of Questback: "Egon is part of the Norrein Group, and we knew that other parts of our company group were really happy with Questback's platform and services. The strong internal recommendation helped us choose Questback. And to be honest, we've all been very happy with the choice."

"Don't forget to give us feedback on your way out"

In practice, Egon collects customer feedback on tablets that are strategically placed near the exit of each restaurant. While waiting for their companions to put on their coats or return from the restroom, guests can entertain themselves by answering a few simple questions on the tablet.

Inspired by disruptors

When the first version of the survey had been in use for a few months, Egon's restaurant managers started wondering if there was something they could do to increase the completion rate of the survey. Instead of simply searching for improvement ideas from competitors in the hospitality industry, Egon turned their sights to global CX leaders. During a trip to Asia, Nøst recalls being inspired



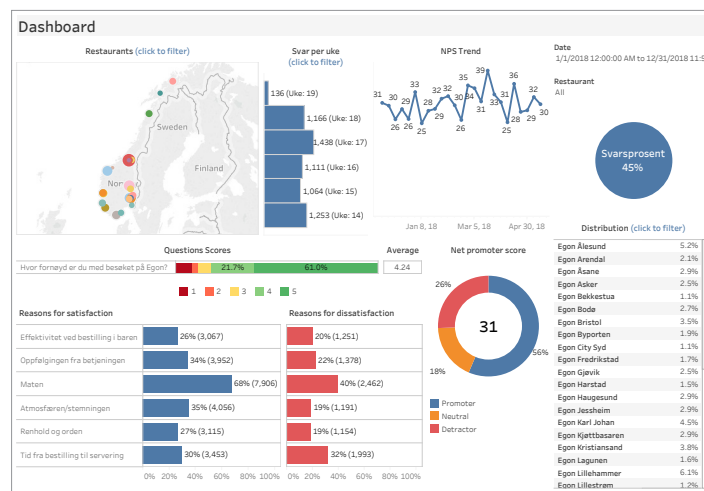
Overall, we've been really happy with Questback's feedback solution. Our employees now get direct feedback on their performance – from the people whose opinion matters the most: customers. Additionally, we can already see a clear link between high net promoter scores and increased revenue.

STÅLE NØST
CMO, Egon

by peer-to-peer ridesharing service Uber's customer satisfaction survey: "It was just so simple. The first question was something like 'How satisfied were you with the service?', which was then followed up with questions about which service elements from friendliness to speed I was the most and least satisfied with."

Net Promoter Score as the true north

Inspired by Uber, Egon redesigned the survey to make it simpler and less time-consuming. Net Promoter Score (NPS) was chosen as the quantitative metric to measure customer experience. However, instead of asking guests to rate the likelihood with which they would recommend the restaurant, Egon decided to concentrate on measuring customer satisfaction. In addition to the overall satisfaction score, the new survey also measures customer satisfaction across five key service components: atmosphere, friendliness of staff, waiting time, food quality, and cleanliness.



Egon uses Net Promoter Score (NPS) so measure customer satisfaction

Staying on the customers' pulse with bi-weekly reports

Every other week, the restaurant managers receive an automated email with their restaurants' net promoter score and the customers' feedback. This information along with the actionable insights into key areas of improvement allows the managers to come up with corrective actions that target the most critical issues. With a clear focus and real customer feedback to back them up, Egon's managers are much more likely to succeed in getting the staff to commit to new processes and ways of working. In addition to a bi-weekly staff meeting where the results are shared with all the restaurant's employees, each restaurant manager is also responsible for reporting on their progress to the management team.



RESULT

Results:

- Relevant and timely data on customer experience
- Concrete improvement suggestions based on customer feedback
- A better way to motivate customer-facing staff

Paving the way to success

With the implementation phase and the first iteration round completed, Egon's management team has already seen huge benefits from introducing Questback's Enterprise Feedback Suite. In addition to restaurant-specific customer experience data, they can now keep track of company-level improvements and roll out proven best practices from the highest-performing restaurants to all other locations.



Good results getting better

In just 5 months, more than 20,000 guests have submitted their feedback through the new, Uber-inspired survey. While it's still early days, a positive trend can already be detected from the feedback data – as well as the bottom line. With access to clear, restaurant-specific focus areas and the overall goal of raising the average NPS from 30 to 40 by 2020, Egon is well on its way to creating consistently better customer experiences to a growing number of guests.

Next up: taking the survey mobile

Even though Egon has taken huge leaps forward in customer experience management, Egon has already set sights on a new round of improvements. In the next phase, the survey tablets will be replaced with a mobile survey that will be promoted through the restaurants' free wifi.



Company

Egon Restaurants
part of Norrein Group

Industry

Hospitality

Area of Use

Customer loyalty and satisfaction

ABOUT EGON

Founded in 1984, Egon is an established, yet fast-growing Norwegian casual dinner restaurant chain with 40 restaurants across Norway and 3 in Sweden. Egon is part of the Norrein Group, a Norwegian restaurant and hotel company.

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People matter. Get their Insight