

# Family-Casual Chain Rates Guest Satisfaction

Case Study



\*Project conducted with Technomic.

CHAIN ASSOCIATES

# The Situation

## Family-Casual Chain Rates Consumer Satisfaction



An established Cincinnati chili chain conducts consumer research every 3-4 years to gauge brand awareness, trial, and usage levels in their core trade area.

- ▶ Brand strengths vs. competitors “quantified”.
- ▶ Brand weaknesses vs. competitors “quantified”.
- ▶ Researches brand position “hooks” for promotions.
- ▶ Researches demographic profiles of brand users.

# The Actions

## Family-Casual Chain Rates Consumer Satisfaction



A guest satisfaction survey of 1,000 consumers selected randomly from the trade area via internet is fielded. The 30-question, 4-part survey includes brand usage levels, attribute satisfaction ratings, demographic profiles, and brand-specific issues.

- ▶ Develop a custom questionnaire with client.
- ▶ Format and manage the online survey process.
- ▶ Create database of responses.
- ▶ Write a report of the finding, conclusions and recommendations.

# The Results

## Family-Casual Chain Rates Consumer Satisfaction



The consumer research findings (good and bad) provide senior management with data to guide both marketing and operational plans and actions.

- ▶ Brand strengths used to position promotions.
- ▶ Operating problems become focus of management.
- ▶ Competitor ratings used to develop limited time offers.
- ▶ Demographic profiles used to target promotions.
- ▶ Brand issue feedback refines positioning.

Contact: [info@chainassociates.com](mailto:info@chainassociates.com)

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