



CHAIN RESTAURANT CASE STUDY

RAISING THE BAR: DEVELOPING A NEW STRATEGY TO SCORE BIG WITH CUSTOMERS



AT-A-GLANCE

- **Revealed market challenges and opportunities for the sports bar and grill.**
- **Identified key elements of successful customer experiences across locations.**
- **Provided recommendations to enhance customer engagement and satisfaction.**

CHALLENGE

A popular sports bar and grill wanted to transform its restaurant from a beloved staple to a legendary experience. To do so, the company needed to get into the minds of the different types of consumers, from sports fans to casual diners. Ultimately, the QSR sought to understand how it could deliver the ideal experience, build relevance, and provide value to current and potential customers.

How can we improve the experience for all customers at varying levels of sports interest?

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SOLUTION

01

Identify strengths and weaknesses with a Competitive Audit

We completed a Competitive Audit to uncover gaps and bright spots that the restaurant's offerings can ultimately fix or fulfill. We recruited 16 sports bar diners to complete an online diary, including visits to two competing sports bar locations. Customers identified how the restaurant experience felt to them, informing our research process in the next stage.

02

Perform an on-site Experience Audit to distill the customer experience

During an on-site Experience Audit led by conversations with typical sports bar guests, we gathered a 360-degree view of the customer experience at four different locations. Specifically, this phase focused on the attributes of the dine-in experience that guests preferred and disliked. We also performed on-premise intercept interviews with staff to gauge employee perceptions, preferences, and aversions. This helped us identify places for improvement, including a more streamlined layout.

03

Recommend next steps for boosting customer experience

Once we audited the current state of the sports bar and grill, we provided a list of smart moves for standing out from the competition. This included recommendations to amp up the "wow" factor to engage customers, enhance and differentiate areas of the restaurant, and offer menu flexibility for alternative diets like a vegetarian diet. These efforts aim to make the customer experience as engaging as possible while meeting the needs of those dining in.



IMPACT

The sports bar and grill can use The ExperienceBuilt Group's insights to implement and upgrade aspects and boost the customer experience. Most customers left the restaurant with their expectations met, but this research opens opportunities to go above and beyond satisfaction.



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