

Case Study

Diner Satisfaction

ViewsCast surveying illustrates levels of satisfaction among diners at Quick Service Restaurants in Korea.



Research shows key areas for improvement for enhancing the customer experience

Background

Our client introduced ground-breaking quick service restaurants (QSRs) in South Korea, where quality food is presented in a food-court style.

The client wanted direct feedback on the dining experience across its various food outlets. Their hypothesis assumed that the levels of satisfaction were high and diners were generally happy with the food options.

The client wanted feedback on the type of food purchased, the quality of the food, the overall ambience, cleanliness, courtesy of serving staff and even room temperature.

Concerns had been raised about the accuracy of exit surveys (because of the courtesy bias inherent in Korean culture) and the cost of increasing the number of exit surveys across all of the stores to a statistically robust level would have been prohibitive.

The Solution

Synovate offered a solution based on the ViewsCast IVR (interactive voice response) platform, which allowed immediate diner feedback complete with survey routing for tailored questioning.

ViewsCast enables clients to capture feedback directly from a target audience and view results in real-time on a secure website. Its automated system is made possible through the combination of web, SMS and telephony technology. For users, it's much faster, cheaper and more accurate than traditional data-capture methodologies.

The Research

Diners were handed a card at the cashier point with an invitation to give feedback on their experience. A small incentive was offered to help minimise the unhappy customer bias and smooth out the results from very satisfied, dissatisfied and average customers.

When the diner has finished eating they can call into ViewsCast from any mobile or landline phone to give their feedback, leave their details and be entered into a lucky draw. Diners are asked a series of scale-based questions and they key in the various scores using their telephone keypad - it's that simple.

Exit survey with face-to-face interviews validates the automated self-response results

Synovate also offered the verbatim capture facility which allows the respondent to leave a real voice recording of specific comments pertaining to the overall service.

This provides qualitative-type data to clients where one can hear the passion of the respondent first hand.



With Synovate ViewsCast you can see customer satisfaction levels at a glance, and get a clear idea if improvements are making a difference over time

The Results

The real-time view allowed the client to keep a tactical hold on the various outlets, while the quarterly presentation offered strategic pointers to improve the experience overall.

Certain attributes were identified as significantly affecting customer satisfaction, such as table cleanliness and waiting time at the cashier.

The hypothesis was actually rejected at the 95% confidence level since the satisfaction feedback was relatively low. This called for some adjustment internally and remedial action plans were instigated to improve satisfaction in the least-well performing outlets.

Indeed, the client requested we "validate" the results with exit interviews to confirm that there was no significant "dissatisfied-wanting-to-complain-bias" in the statistics. Synovate agreed to this and the exit surveys confirmed the ViewsCast collected data.

The methodology worked incredibly well for the client providing consistent data across various outlets and food choices. The data is now integrated into KPI monitoring across the company.

From a company driven by curiosity



Synovate is a global market intelligence and research company full of curious people who continuously stretch the definitions of conventional research. The company operates across 6 continents, in 51 countries and 24 time-zones.

For more information about Synovate ViewsCast, please call the nearest Synovate office (check out the web at www.synovate.com) or contact:

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