



**real**  
case studies



8701 N. Mopac Expressway  
Suite 310, Austin, TX. 78759

877.990.3456  
realitybasedgroup.com

## Serving Up the Highest Level of Customer Satisfaction

A \$50M quick-casual restaurant chain in the Austin, Texas area wanted to be the absolute best in terms of their guest experience. Their goal was to go after the Malcolm Baldrige National Quality Award, the highest level of national recognition for performance excellence that an organization can achieve—and in its 22-year history, only one restaurant had ever won the coveted award for quality.

The leadership knew that this would require creating a uniform experience every single time that a customer enters the store, so they engaged Reality Based Group's (RBG) Mystery Shopping Program to evaluate each and every employee involved in the guest experience so they could take their game to the highest level.

### Employee Evaluations

Over a three year period, RBG operatives were able to make visits to each store on weekly occasions and capture GameFilm® video of every employee working one-on-one with customers. The video was then used in ongoing training modules where the staff members could view their performance. The employee was then asked to fill out a self evaluation form with questions about what they thought they did well, and areas they thought they could improve. This is an RBG best practice, given that individuals evaluating themselves have been shown to be more stringent in their performance criteria than outside review. Given that the individual is reviewing himself or herself, a larger ownership of the improvement process is taken, yielding better performances on the floor.

### The Results Speak for Themselves

The restaurant chain received the Malcolm Baldrige award in 2011, and they attribute much of their success to their work with RBG.

According the Malcolm Baldrige Award website, the restaurant chain **won the award** based on the following:

- In sales, their restaurants significantly outperformed local competitors and national chains and their gross profit exceeded the industry standard of 40 percent in every year from 2001 to 2010, reaching nearly 47 percent in 2010.
- For both of their restaurant concepts, guests rated their satisfaction with food quality, hospitality, cleanliness, speed of service, and value at least 4.7 on a 5-point scale, outperforming the best competitor. Overall guest satisfaction ratings are over 4.7 for both, also beating the best competitor.
- Over 95 percent of their team members reported that they were proud to work for the company. In 2010, the *Austin American-Statesman* named the firm "the best place to work in Austin."
- Since 2005, approximately 94 percent of strategic actions have been accomplished. Since the yearly focus strategic objective was deployed in 2001, 100 percent of the goals have been met.

