



Case Study Cinnabon

**Real Issues.
Real Solutions.
Real Results.**

Cinnabon Sees a 17% Increase in Up-Selling Behavior

Real Issues

A passion for excellence and delivering an exceptional guest experience has long been key to success for Cinnabon® since its founding in 1985. They turned to **Reality Based Group** (RBG) to help improve sales and ensure that guest satisfaction remained a priority.

Focusing on Key Drivers

For years, Cinnabon® relied on a single monthly mystery shop in each of its bakeries. During this time, guest satisfaction continued to rise, but the company wasn't achieving the consistency needed to "wow" every guest.

Cinnabon® wanted its mystery shopping program to become more of a coaching tool used for improvement rather than an audit. Managers, who looked at their overall score without reading the details from the actual evaluation, were effectively overlooking coaching and training opportunities.

Real Solutions

It was time to try something new. RBG had already deployed trained video scouts to capture GameFilm® video, a recording of the full customer experience. RBG would now increase the frequency of the shops to move the needle of training accountability.

GameFilm®: Video Mystery Shopping

In order to make sure managers coached to the program across the large scale of Cinnabon® locations nationwide, RBG decided to:

- Increase the frequency of shops from once a month to once a week
- Test only 25% of the locations over a four month trial period
- Set standards around personalizing the guest experience.
- Focus on offering samples
- Provide additional complimentary items during checkout
- Recommend CinnaPack® take-home packs

The results they saw showed a significant shift in staff behavior around customers.



Real Results

Franchisees turned from saying “*But we always do*” and started asking, “*How can we help.*” They started experiencing new levels of accountability. Managers started thoroughly reviewing reports again - resulting in a renewed focus in coaching their employees.

To the delight of the Cinnabon® corporate team, they noticed an increase in:

- Manager feedback indicating a love of the new program
- Accountability for everyone that energized the bakeries.
- Managers who logged in to review scores and coaching tools
- Empowerment by franchisees and employees to be heavily involved in their own success

At the end of the trial period, participating bakeries offered a sample 43% more often and attempted to upsell 17% more often.

RBG's mystery shopping enabled the company to take their guest experience to the next level. To date, the results are extraordinary. Through the focused optimization of their mystery shopping program, they were able to improve the modern experience for their guests. They have now moved to weekly shop visits company-wide to ensure every guest experience is just as good as every Cinnabon® cinnamon roll.

“Working with RBG has been a great experience. They practice what they preach by delivering exceptional customer service and always going the extra mile.”

By focusing on the key drivers of our company, sampling and up-selling, needle. We call this organic growth.

Utilizing the resources of RBG, our teams are very focused on achieving this at 100% of our shops.”



**Deborah Rowley
VP of New Market Opportunities
Cinnabon**