



Case Study
K&N Management

Real Issues.
Real Solutions.
Real Results.

K&N Management Serving up The Highest Level of Customer Satisfaction

Real Issues

K&N Management, a \$50M+ Texas quick-casual restaurant chain managing local Rudy's BBQ Country Stores and Mighty Fine Burgers, wanted to deliver the absolute best 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. Since 1987, only one other restaurant had ever won the coveted award for quality.

The leadership knew that this would require creating a uniform experience every single time a customer enters the store. Therefore, 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.

Real Solutions

Reality Based Group continues to partner with K&N Management for the last 20 years now. Our GameFilm® solution has helped maintain a consistently rated customer experience over 90 percent month over month.

GameFilm®

RBG video scouts were able to make visits to each store on weekly occasions and capture GameFilm® video, a video recording of the complete customer experience, 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.

RBG implements this best practice, given that individuals evaluating themselves have been shown to be more stringent in their performance criteria than outside review.

As individuals review himself or herself, a larger ownership of the improvement process is taken, yielding better performances on the floor.



Real Results

The Results Speak for Themselves

The restaurant chain received the Malcolm Baldrige award in 2011, based on the following:

47 Percent Gross Profit: In sales, their restaurants significantly outperformed local competitors and national chains and their gross profit exceeded the industry standard of 40% in every year from 2001 to 2010, reaching nearly 47% in 2010.

4.7 Out Of 5 Star Service: 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 exceeded 4.7 for both, also beating the best competitor.

A "Best Place to Work" Company: Over 95% 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."

100 Percent Goal Achievement: Since 2005, approximately 94% of strategic actions have been accomplished. Since the yearly focus strategic objective was deployed in 2001, 100% of the goals have been met.

"K&N Management was awarded the highest presidential honor for quality and excellence, the Malcolm Baldrige National Quality Award. We were selected for our cutting edge processes that are unique.

We strongly believe that our relationship with Reality Based Group made this possible. Since the inception of the GameFilm® program, we have seen an increase in our guest satisfaction ratings.

The program has become one of the most accurate measurement tools we use for cashier process adherence and hospitality. It has allowed us to implement full time "Replay" positions, which have continued to improve our measurement tools and processes."



Gini Quiroz
Director of Training & Development
K&N Management