



Case Study

Texas Roadhouse

Real Issues.
Real Solutions.
Real Results.

Texas Roadhouse Tops the Chart on Customer Satisfaction

Real Issues

Texas Roadhouse has over 560 locations nationwide and continues to expand around the world. Since the year 2000, the full-service restaurant chain looked to **Reality Based Group (RBG)** to:

- **Ensure a Consistent Customer Experience (CX) at Every Location**
- **Help Train Bar and Dining Staff Effectively**
- **Optimize Customer Satisfaction and Loyalty**

Texas Roadhouse believed an effective mystery shopping company could help them better measure its CX nationwide, improve customer and staff retention, and bolster sales.



Real Solutions

GameFilm® and MysteryShopping+™

RBG partnered with Texas Roadhouse to measure on a monthly basis the quality of their dining and bar services. The RBG Customer Success team worked alongside executives at Texas Roadhouse to establish a scorecard, analyze the data on a custom dashboard, and coach to areas of improvement.

Several hundred trained mystery shoppers were then deployed nationwide to every location to ensure a consistent experience.

Measuring for Improvement, Success

By assessing month-over-month and annual trends, Texas Roadhouse can now measure their storefront performance by region, by staff, by service, and so much more.

The customized dashboard - created based on the initial scorecard - helps leadership identify areas that need coaching. *Are the bartenders and hosts greeting every customer? Are servers offering drinks with meals? Did the manager visit every table? Were employees wearing name tags and a uniform?*

With RBG, Texas Roadhouse can better coach its staff to consistently deliver their unique brand of restaurant service.

Real Results

In June 2015, NBC News announced that Texas Roadhouse was voted America's Favorite full-service restaurant through a national study of consumer preferences, conducted by the American Customer Satisfaction Index. Following its first appearance, Texas Roadhouse has been rated within the top two every year and ranked number one in 2015, 2018, and 2019.

As for the ongoing partnership of Texas Roadhouse and RBG, restaurant locations nationwide continue to have:

- **An Overall Score average over 90**
- **Bar and Dining Scores Year over Year over 90**

Based on the corporate team's initial scorecard guidelines. RBG continuously helps the company deliver the highest level restaurant experience possible, as Texas Roadhouse manages quality in service, environment, leadership, and experience.

"We don't allow shops to be a box we check for our company.

Our focus is on excellent customer experience that leads to increased sales and customer loyalty each year. Shops are talked about daily, and [our staff] understand the importance of delivering to our brand standards for every table.

RBG is an excellent client partner that we have worked with for almost 2 decades. There is no doubt that RBG and Roadhouse are completely aligned and have a shared vision of success."



Courtney Schum
Manager of People Development
Texas Roadhouse