CASE STUDY: FRESHSLICE PIZZA

Freshslice Pizza Creates Loyalty with Guests Across Locations Using the Loop Experience Platform

Founded in 1999 in Vancouver, British Columbia, Freshslice Pizza quickly grew from a single restaurant into a thriving "by the slice" and delivery business. With 78 current locations across British Columbia, Alberta and Ontario, and new restaurants opening across the country, they strive to provide an exceptional guest experience from beginning to end. By creating memorable moments, from interacting with staff to delicious food, the restaurants pride themselves on good reviews and a loyal guest experience.

The Challenges

As a guest-centric restaurant, Freshslice wanted to enhance the customer experience and establish brand standards across their franchised restaurants. To do that, they wanted data to measure the level of customer service being offered in their restaurants.

Since the restaurant chain is expanding nation wide, head office wanted to find a way to remotely check in and support each franchise using accurate and real time information for each location.

After seeing Benbria Loop in a similar food service brand, Freshslice developed a feedback program to gain more insight into the guest sentiment.

The intention was to set a brand standard across all locations for Food, Service, Speed and Cleanliness. Loop was implemented to help them establish benchmarks for Key Performance Indicators across franchises nationally.

The Solution

Benbria deployed Loop CX for customer surveys, Loop Inbox for customer feedback and Loop Scoreboard in all 78 franchises across 3 provinces. Implementing the Loop Kiosk in every location, helps customers to provide feedback

"Benbria's Loop Experience Platform solution has given us insight into what our customers are feeling when they enter our restaurants. By taking that information and putting it into action, we have been able to increase customer satisfaction and loyalty to our brand,"

- Saf Sandhu, VP of Operations

when picking up their order. In under 3 seconds, a customer can rate the location on Food, Service, Speed and Cleanliness.

The Loop Scoreboard plays a pivotal role in holding the whole team accountable. Seeing the scores in real time helps to motivate frontline employees to provide the best customer service possible. It also gives the customer confidence in the restaurant's ability to pivot during uncertain times.

Conclusion

Until 2019, Freshslice restaurants were only located in British Columbia. Now with restaurants in Alberta and Ontario, there are plans of further expansion into Saskatchewan and Manitoba in the near future.

"It's a scalable solution and will help us as we get larger understand how the business is performing," Saf Sandu, VP of Operatioins at Freshslice said. "This enables us to see how all provinces are doing and help drive their business and make sure the brand is being protected."

Since Loop was deployed, the brand has seen a positive impact to Google ratings and complaints have gone down by 80%. This means that escalation and faster resolutions has made an improvement in overall customer satisfaction.

About Benbria

Benbria is a leader in customer experience and engagement solutions, helping the world's most customer-centric brands deliver a superior experience that goes above and beyond their competitors. Using a variety of channels of engagement, the Loop platform enables brands to capture feedback and insights related to customer experience including loyalty, satisfaction and effort, engage with customers to convert and recover, and motivate frontline employees to improve operations, reduce customer churn and increase loyalty.

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