CASE STUDY: SODEXO- TRINITY WESTERN UNIVERSITY

Sodexo Increases Feedback Collection and Engagement with Students at Trinity Western University.

With locations in Langley and Richmond, British Columbia, as well as in Ottawa, Ontario, Trinity Western University is home to approximately 5,000 students across the three campuses. With small class sizes, this university has a student-centric focus that strives to provide the best possible experience to everyone who comes on campus.

Managing the Food Services across campus, Sodexo is focused on providing students, faculty and staff with the best possible food and service at all of their locations. Being responsible for not only cafes, but cafeterias to students who live on campus, it's important that they maintain their brand standard for delivery of quality, fresh food to the busy student population.

The Challenges

As a customer-centric organization, Sodexo collects feedback as an important part of their business. At Trinity Western University they were collecting feedback from their customers by doing manual surveys, going table to table with an iPad, requesting people to leave feedback. They found that they received low

engagement using this method and were looking for a solution to collect more feedback from their customers.

The Solution

Deployed in the Book Store Cafe in the Reimer Student Center of the flagship campus of Langley, The Loop Experience Platform collects information from students, staff and faculty about their experience on the food and drink offered.

Using a Kiosk and QR Codes, Loop has become a simple way for Sodexo at Trinity Western to collect feedback from their customers. Staff at the bookstore encourage customers to leave their feedback during their visit, and social media posts inform campus patrons that Loop was now available for collecting feedback. "Students are glued to their phone, so the QR code aspect helps with engagement," Farah said. "A simple kiosk in the corner is convenient.

"The fact that you get the results in real time, through text, through email is very helpful. If I am not on campus or on site, I can get the survey pushed to my phone and I can log in right away,"

Farah Janif, General Manager Sodexo, Trinity Western University

While customers are waiting for their coffee or panini, they can go and leave their feedback."

Using Boolean questions, such as Happy and Sad faces, Farah says they are very relatable to students attending the university, so that is a contributing reason to their success.

Conclusion

Since implementing Loop, the Food Services team has seen a significant increase in engagement rates, collecting nearly double the responses as they had with their previous collection method.

They have been able to respond to negative feedback in real time, and are able to report back to their client with data and analytics about how the site is performing.

"The fact that you get the results in real time, through text and through email is very helpful. If I am not on campus or on site, I can get the survey pushed to my phone and I can log in right away," Farah said. "When we got the equipment and the iPad it was very easy to install. Getting it up and running was easy."

Using daily email digests, Farah is able to manage her sites successfully, ensuring that any issues, they are resolved quickly.

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.

📞 (844) 864-0003

📧 info@benbria.com

📷 @BenbriaLoop

📱 SMS (613) 900-5856

📘 /BenbriaLoop

🐦 @Benbria

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