



CASE STUDY: SODEXO- FEDERAL RESERVE BANK

Sodexo Connects with Customers at Federal Reserve Bank Food Service Locations Using The Loop Experience Platform.

Located in one of the busiest urban centers, the Sodexo locations at Federal Reserve Bank of New York and New Jersey need to deliver fast and efficient service to their clients working in the area. These food service outlets serve hundreds of busy workers who have an expectation of quality and efficiency whenever they visit one of their three locations. To deliver this level of service, Sodexo focuses on the customer experience, and closing the loop on feedback provided by their guests, which allows them to create loyal customers and grow their business.

The Challenges

Sodexo food services operations are deployed in thousands of locations globally. Their brand reputation is one of a keen understanding of their guests, food trends and their clients' needs. They provide quality food service to companies, hospitals, schools and a range of other organizations. They pride themselves with providing a guest-centric service that not only provides a nourishing meal, but creates a lasting positive experience.

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The Sodexo restaurants at the Federal Reserve Bank in New York and New Jersey needed a solution to report customer feedback as part of their Key Performance Indicators (KPIs) with their client. Knowing that Sodexo was closing the loop on feedback with their customer is very important to their client, so they needed a tool that could collect and engage customers in real time, allowing staff to resolve issues in the moment.

The Solution

Benbria deployed Loop CX for customer In July 2018, Federal Reserve Bank of New York and New Jersey chose the Loop Experience Platform to collect feedback and engage with their customers about the experience with their food service locations. Operating three locations; 2 in New York and 1 in New Jersey, they implemented kiosks in their restaurants to collect in-the-moment feedback from their customers. Using customized questions, they

“What I like about Loop is the immediate response that you get, because it’s real time. We are able to evaluate all feedback and deploy any necessary corrective action within minutes,”

Kevin Haeger, General Manager at Sodexo Federal Reserve Bank NY / NJ

were able to gain insight into the customer experience at each location.

Using this feedback they were able to make operational changes and improvements to their menu and offerings, as well as be made aware when supplies such as cutlery and condiments ran out to resolve the issues quickly.

The Sodexo team maximized the mobility of the kiosk, by placing it at key touchpoints during the guest journey. From next to the cash register, to outside a pop-up restaurant, Sodexo was able to gather insights into what is working and what needs improvement, experimenting with different locations and survey questions.

Conclusion

The client at the Federal Reserve Bank in New York and New Jersey values the information that Loop collects on the customer experience at the food service locations. They are happy to see the reporting on all conversations within Loop and how the Sodexo team is able to escalate and remediate issues in real time.

Opening a newly renovated New York location later this summer, Sodexo is looking forward to maximizing the potential of the Loop Experience Platform to showcase how they put their guests first with wonderful hospitality and customer service.

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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