

Keeping their Eye on the Ball

Presented by Market Viewpoint, LLC

Challenge



Successful, hands-on owners of a small group of Sports Bars hit challenges during rapid growth to 46 bars in several states.

Brand consistency challenges included staff demeanor, cleanliness, food presentation and food & labor cost control.

Solution



Monthly Mystery shops created operational benchmarks to allow ranking and tracking locations.

Management also wanted to understand not only if their procedures were being followed, but how their practices made their customers feel.

Implementation



Franchisees and GM's participated in program design, increasing their understanding & buy in.

Market Viewpoint selectively recruits shoppers who think & act like a typical customer. Their feedback offers key insight to how their customers feel.

A Winning Track record: In their 5th year of the Mystery Shopping program

Monthly scheduled mystery shops provide a way to keep ahead of the game as management wanted.

Flexible reporting allows regular changes & updates to monitor consumer reaction to seasonal menu & bar specials.

“...your reports allow us to quickly identify problems, resolve them in a timely manner, and continue to provide our customers with the experience they have come to expect of our sports bars.”

