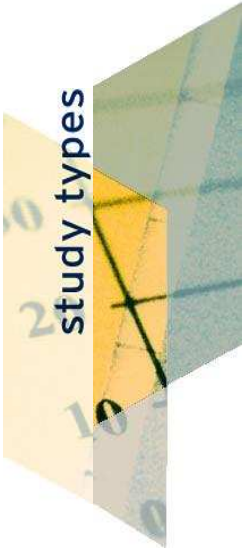


CustomerConnectSM



To get the most out of your business, you need to know what your customers expect, the drivers of their behavior and how you are performing relative to competition. Your staff needs actionable feedback to focus on the areas that matter most and consistently deliver best-in-class service.

Do you know where you stand with your customers?

SRBI's Market Insights team knows the Restaurant Industry. As part of an integrated service optimization process, SRBI offers sophisticated solutions with advanced analytics and action-oriented reporting tools that inform your staff and support continuous improvement. Our unique approach and technology-driven solutions efficiently deliver actionable information that can be put to work daily by your management and staff.

SRBI's proprietary **CustomerConnectSM** program helps our clients improve customer satisfaction, loyalty and advocacy, and grow their business by:

- ❑ Tracking customer satisfaction
- ❑ Providing actionable feedback across the organization (daily, monthly, quarterly)
- ❑ Improving store-level performance
- ❑ Enabling service recovery
- ❑ Recognizing and rewarding superior customer service

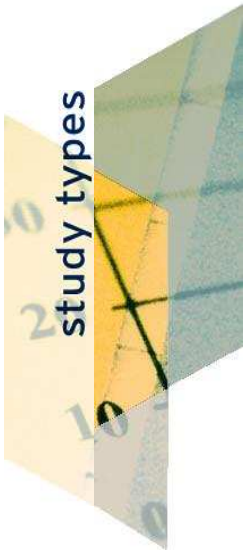
Customer Satisfaction



CustomerConnectSM Product Features

- ❑ Store-level customer feedback
- ❑ Targets customers based on purchase
- ❑ IVR open-ends are recorded, web open-ends are typed
- ❑ Global interviewing capabilities
- ❑ Round-the-clock convenience for the customers
- ❑ Multiple language options
- ❑ Online reporting and service recovery features
- ❑ Deeper diagnosis of the customer experience

CustomerConnectSM

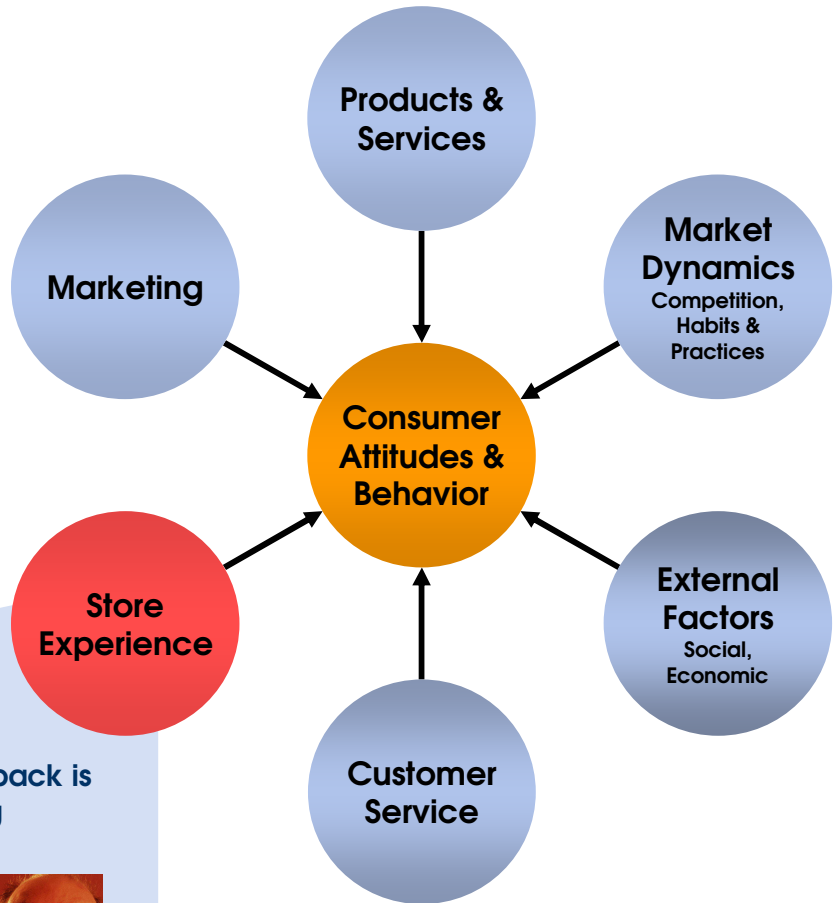


We track customer satisfaction and provide actionable feedback to staff and management that helps improve service levels and increase customer satisfaction.

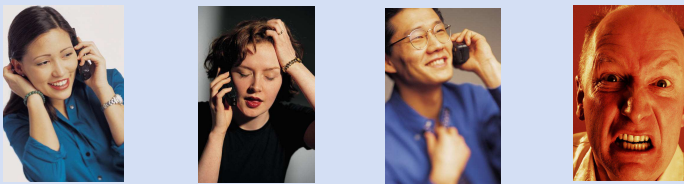
Service Optimization Process:

- 1 Understand customer needs
- 2 Track key customer attributes across the customer experience
- 3 Identify the key drivers of customer behavior and business performance
- 4 Market and competitive benchmarking
- 5 Real-time reporting
- 6 Action plans
- 7 Track performance vs. expectations

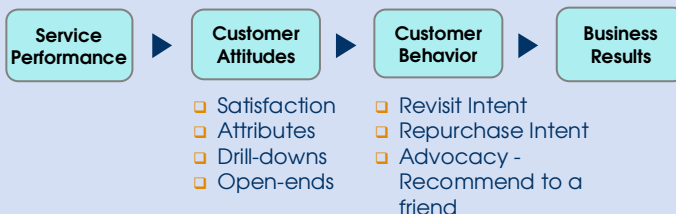
Customer Experience



Gathering representative customer feedback is crucial to improving service and building valuable customer relationships...



CustomerConnectSM Measurement Tool

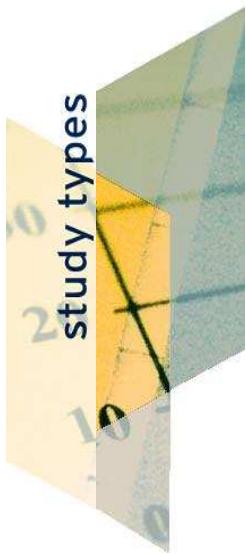


Daily, store-level reporting guides immediate action

Whether you own a few restaurants or several thousand, our proprietary **CustomerConnectSM** solution can improve customer satisfaction and help you recover dissatisfied customers. You'll know where you stand and how to improve performance so you can focus on those areas that have the biggest impact on your business success.



Schulman, Ronca & Bucuvalas, Inc.



Common Issues

How do I gather representative feedback from my customers and take action in the areas that are most critical to my business?

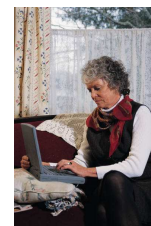
- ❑ Track customer satisfaction at the store-level on an ongoing basis
- ❑ Identify the major causes of dissatisfaction and respond to dissatisfied customers to recover their business
- ❑ Provide daily, actionable feedback to your management and staff that guides them to critical areas of focus
- ❑ Recognize and reward consistent, superior service

How CustomerConnectSM Works...

1 INVITE – We connect with consumers at the time of purchase. Invites are made via point-of-sale systems, receipts, tray protectors, and/or promotional materials. Invite rate can be adjusted at the store-level based on quota. The employee has no control over this process.

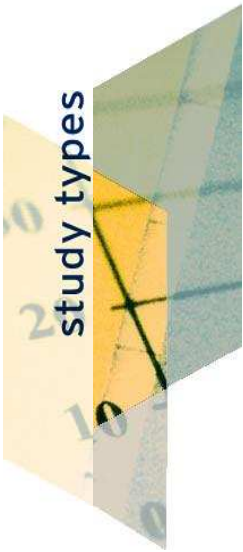


2 SURVEY – Customers dial in to our secure IVR system or log into our website where they are asked a series of questions about their experience and satisfaction. Respondents are screened and results monitored to insure representivity and protect against gaming.



3 ACTIONABLE FEEDBACK – Information that is gathered can be reported immediately providing staff and management the information they need to recover dissatisfied customers, improve performance in key areas and recognize superior service.





Summary of Benefits

Custom Programs – each program is designed to meet unique client needs. Below are some common measures:

- ❑ Overall satisfaction
- ❑ Purchase and re-purchase intent
- ❑ Service attributes
- ❑ Product attributes
- ❑ Store attributes
- ❑ Menu attributes
- ❑ Deficient service attributes trigger an open end response
- ❑ Loyalty questions
- ❑ Advocacy – recommend to a friend
- ❑ Demographics, Ethnographics or Psychographics
- ❑ Importance-Performance analysis
- ❑ Interactive decision tools
- ❑ Market model simulators

Actionable Feedback – we provide information and analysis that will identify key areas of focus that have the biggest influence on customer satisfaction and business results.

- ❑ Drivers of customer satisfaction and repurchase intent
- ❑ Service Recovery
- ❑ Areas of improvement
- ❑ Employee training

Program Expertise – **CustomerConnectSM** is part of a portfolio of services offered by SRBI that's focused on optimizing service and improving satisfaction across the customer experience.

SRBI team members have been heavily involved in developing customer satisfaction programs and custom applications for clients in a variety of industries, and leading the development of service recovery features, real-time communication processes and other automation and technology-based solutions.

Some of this work is described in "A Call for Satisfaction," an article co-authored by Bruce Westcott with clients Gene Stefaniak and ZR Silk Tasby of Long John Silver's, Inc. The article was published in the October 2001 issue of Quirk's Marketing Research Review.

SRBI's Service Optimization Portfolio

	Customer Satisfaction
	Employee Satisfaction
	Customer Service & Tech Support
	Trial/AD Evaluations And Satisfaction
	Client Online Reporting