

Case Study: O'Briens Sandwich Bars

Improving marketing strategies and customer satisfaction in a measurable way

PRESIDION

Your Analytics Partner

Using SPSS-IBM Text Analysis for Surveys, in a matter of minutes they can now pull out key issues and bring to the fore customer issues and opportunities.

PROFILE

O'Briens has more than 300 stores providing a healthy food option to 13 countries across Europe, Asia, Australia and Africa, including 112 outlets in Ireland. Its reputation has been shaped on its famous made to order hot or cold sandwiches - Shambos™, Trippledeckers™, Wrappos™ and Toosties™ - literally built to each customer's taste. It is introducing a more ethical way of doing business with organic deli dishes and snacks, a coffee blend that includes Fairtrade beans, and Organic Fairtrade tea. Speciality soups, tossed salads, snacks and a made to order juice and smoothie bar, also make up the product portfolio.

BUSINESS ISSUE

As a customer focused organisation, O'Briens Sandwich Bar uses customer comment cards to track the opinions of their customers both in Ireland and around the globe to obtain feedback and customer insight. The information collected is predominantly text based and, before O'Briens engaged with Presidion (formerly SPSS Ireland), the process of gathering and reporting the main issues and customer suggestions was both tedious and time consuming for staff.

Originally these cards were photocopied and manually examined with any relevant information then sent back to the stores to be investigated and implemented. This lengthy process impacted greatly on the effect of any changes that were made. As a customer centred organisation, O'Briens have always viewed their customer comments as invaluable and the changes they bring about are central to improving their business plan. To improve this process they partnered with Presidion (formerly SPSS Ireland) to assist in developing a system that allowed them to bring customer issues and suggestions to the fore quickly and effectively so that this information could be disseminated to key decision makers worldwide.

At a Glance

County: Ireland
Industry: Food Retail
Date Founded: 1988
Company Type: Franchise
Revenues: \$8.45 billion
Stores: 300 stores across 13 countries

Application

Customer Satisfaction
Product development
Product marketing

Solutions Used

SPSS-IBM Text Analysis for Surveys™
SPSS-IBM Statistics

"The solution offered by Presidion (formerly SPSS Ireland) was second to none. The support and service provided was excellent. Every question I had was answered promptly and efficiently."

Ms Kerry McClarkin,
Marketing Executive
O'Briens

SOLUTION

O'Briens Sandwich company engaged with Presidion (formerly SPSS Ireland) and implemented a solution that improved their marketing strategies and customer satisfaction in a measurable way. As a result of implementing the SPSS-IBM solution, the information from the comment cards is now directly entered into SPSS-IBM Statistics and using SPSS-IBM Text Analysis for Surveys, customer issues are quickly captured and then dealt with efficiently. The information collected is used to improve marketing performance and increase customer satisfaction levels. Before using SPSS-IBM Text Analysis for Surveys, O'Briens had to manually read all open-ended text responses. However using SPSS-IBM Text Analysis for Surveys, in a matter of minutes they can now pull out key issues and bring to the fore customer issues and opportunities.

BENEFITS

In contrast to their previous situation, O'Brien Sandwich Company now act upon the information gathered from the comment cards. This information is used in the following ways:

- ✓ Each store now receives a monthly report on their performance. With the SPSS solution, each store knows the issues that customers have and steps are then put in place to resolve these issues and improve customer satisfaction levels.
- ✓ The information received from the comment cards is also used for New Product Development.
- ✓ Marketing and targeted campaigns have improved – O'Briens can now target customers based on the information they receive from the comment card analysis.
- ✓ This information is also used for expansion – it is useful to advise potential new franchisees of the number of requests there have been for a new O'Briens outlet in that particular area

Following the implementation of the Presidion solution, customer comments are now effectively acted upon and customer satisfaction levels have improved.