

Eats1 Recommendations in Priority Order

Based on the customer data, Eats 1 should implement strategies that make eating at Eats 1 a bit more cost effective so that customer's return more often, while keeping the margins the same. Offer different sized, types and priced options for food and drink and implement it as a "Working together during tough times" marketing campaign. In addition, there are a couple of other ideas that could improve the customer's experience during their visit.

Improvements include:

1. Add additional, low cost items and variety to the menu (or try as specials) – more pastas, fish, sandwiches, low fat, and vegetarian items were noted. (Price/Value, Entrees, Appetizers/Salads)
2. Offer meal add-ons at a smaller size and cost – For example: an entree side salad or soup at \$3-4. Or a smaller portion appetizer at a lower price with an entree. (Price/Value, Appetizers/Salads)
3. Offer a customer loyalty program – “Eat X number of times and get something for free.” (Price/Value)
4. Desserts - something you might want to think about outsourcing as a way of driving more interest and variety or you might want to simply offer monthly specials. (Desserts)

Next Steps

1. Review the recommendations and develop action plans, short and long-term, based on the results.
2. Communicate results and plans with the staff. After you've reviewed the recommendations, the next step is to communicate the findings with your staff. They are your greatest asset and can really leverage the results and continue to increase customer loyalty.
3. Delegate action items to key staff members for implementation.
4. Communicate findings and initial plans with customers. The greatest return you will get for this study is the loyalty you will achieve through follow-on communications via the employees, email and the web. You're customers have given you their insights and ideas, now it's your turn to let them know what you heard and your ideas to meet their needs.
5. In three months, evaluate the impact of the initial changes, adjust any changes that are not providing a positive return and review the results for alternative potential improvements.