

# FEEDBACK<sup>®</sup>

an eCraft<sup>®</sup> solution from



Employee Opinions

Actionable Data

Expert Analysis

## EASY START-UP

We handle the process



## EXPERTISE

25+ Years of hospitality industry experience

## EMPLOYEE FOCUSED

Capturing opinions on management, satisfaction, training and more from both FOH & BOH



## BEVERAGE

Includes bar business questions



## EFFICIENT

Cost effective surveys completed in 15 minutes or less from any device at any time



## PRESENTATION

Thorough reporting and expert recommendations

## CONTACT US

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## Case Study

### CLIENT OVERVIEW

Cheddar's Scratch Kitchen, founded in 1979, has more than 160 locations in 23 states. They feature a menu of traditional and modern American fare and have consistently been rated in the top of favorite/ best-of lists with popular dishes such as the Homemade Onion Rings and House Smoked Baby Back Ribs.

### SOLUTION

Our Feedback team worked with Cheddar's to craft an **online survey for both front-of-house and back-of-house non-managerial employees**. Questions covered an understanding of how team members characterize their employment experience, their opinions on Cheddar's "scratch-made" positioning, training effectiveness, how management is perceived, as well as an overview on beverage knowledge and sales.

Over a three-week period, **more than 1,700 employees completed the survey**. All data was then analyzed by the Feedback team and presented to Cheddar's along with our expert recommendations.



### PROJECT CHALLENGE

Cheddar's was looking to sample its restaurant team members to garner their valuable perspective on its business. They wanted to survey across a broad range of factors to get a **point-in-time assessment of overall engagement** and a baseline from which to measure ongoing improvement.

### RESULTS

**"We worked with Cheddar's to thoroughly understand what they wanted to learn from their employees before designing. The survey included a variety of question types which really gave the employees a chance to express themselves. Several employees submitted some fantastic ideas that the client was not expecting, but thrilled to get!"**

-Brady Darvin, Feedback Team Leader

The survey results were presented to the General Managers who then shared with team members. **Each restaurant has created an individualized action plan** based on survey results that will be measured later in the year.

#### REASONS FOR OVERALL SATISFACTION (POSITIVE)



- Of the 34% of employees who are "Extremely Satisfied" and the additional 55% who are "Somewhat Satisfied" with their overall employment experience with [Restaurant], a large majority cited great teamwork, managers, and the commitment to making customers satisfied as the leading reasons.



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