



Four Corners Tavern Group Drives More Guest Interaction with NCR Customer Voice

An NCR Case Study



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– Ryan Indovina

The customer

Four Corners Tavern Group is a locally owned and operated restaurant group founded on four basic principles: creative bar fare, superior service, classic design and a relaxed atmosphere. Since 2001 the Four Corners Tavern Group has grown to eight locations spread throughout unique neighborhoods in Chicago.

The challenge

Four Corners is committed to providing a unique customer experience inside its bars. Ryan Indovina was intrigued by how to utilize social marketing channels and the aspects of people sharing information. Four Corners knew that in order to listen to its customers and provide a platform for sharing feedback, it needed to develop a seamless integration of social media, consumer technologies and its existing quality customer experience.

Solution

To integrate social marketing into its existing operations, Four Corners turned to its Regional Sales Manager, Charles Gray, who recommended implementing the NCR Customer Voice application. NCR Customer Voice is a web-based customer loyalty, retention and a referral tool based on the Net Promoter Score philosophy developed by Fred Reichheld. It has enabled Four Corners to develop customer surveys and customize messages sent to its customers to solicit feedback on their dining experience. "I was intrigued by the marketing aspect of people sharing via social channels, but the true value has been the ability to get direct feedback from my guests," said Ryan. "My favorite part is the simplicity of the survey and the integration of the application with my existing loyalty and POS system is fantastic."

Customizable screens enable Ryan and his management team to instantly focus on feedback received from guests and take action based on each guest's response. The feedback received from customers can be exported into Microsoft Excel and sorted by the customers' ratings. The referral functionality of

NCR Customer Voice also enables Four Corners' happy customers to spread the word to friends, family and business associates who are in their social networks.

Results

"Right now, our top priority is listening to the feedback we are receiving on the customer experience," said Ryan. "The NCR Customer Voice application enables us to immediately see feedback and respond to people with negative, neutral or positive experiences." NCR Customer Voice has given customers an opportunity to give feedback in a non-confrontational and non-public way. It has driven more interaction with guests and enabled Four Corners to hear any and all issues, regardless of the experience or exact situation.

In addition, the NCR Customer Voice application has strengthened Four Corners' loyalty program. As the application is rolled out across all locations, it gives loyalty program members a direct line of communication with management. "If our loyalty members can feel confident that someone is listening and someone cares, it will strengthen the bond and trust that our customers have with us."

Key Highlights

Location: Chicago, Illinois

NCR Aloha Technology Solution:

- Table service point of sale software
- Loyalty and stored value
- Loss prevention
- Above-store reporting

Partner: Datawave; Chicago, Illinois

Benefits:

- Provides management and the corporate office with a condensed view of all customer feedback in one or two pages
- Integrates directly with Four Corners' existing POS and loyalty system
- Gives the ability to present an employee with 10-20 guest responses and drill down into specific situations that may have an impact on the customer experience

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