

NCR CASE STUDY

Granite City Food and Brewery



“We knew it was a success when we received response rates among loyalty program members of nearly 30%.”

—Don Stegman, Director of IT

The customer

Craft beer selection and made-from-scratch food is what draws diners to Granite City Food & Brewery. With its patented brewing process (Fermentus Interruptus™), Granite City serves up a number of staple and seasonal beers on tap, along with homemade soups, flatbread pizzas, pastas, sandwiches, and specialty burgers. With a laser-like focus on service, the Minneapolis, Minn.-based chain has grown to include 30 restaurants in 13 states, largely because of the many “bests” it has won nationwide, including Best Restaurant, Best Brunch, Best Patio, Best Beer, Best Martini, Best Burger, and more.

The challenge

To stay at the top, Granite City looked to better engage its customers by soliciting—and acting upon—feedback in real time. The goal was to better understand how the customers viewed their experience and to establish a benchmark against which Granite City locations could be measured for consistency. The chain also wanted a solution that would integrate with and leverage its existing loyalty and email marketing programs.

Why NCR?

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 485 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.



The solution

To get a clear view of its customers' experience, Granite City deployed NCR Customer Voice, a web-based customer loyalty, retention and referral tool that enables operators to monitor customer satisfaction, deal with any dissatisfaction immediately and turn happy customers into brand ambassadors using social media channels. Already an NCR Loyalty and Stored Value customer, the chain began by reaching out to its nearly 180,000 loyalty program members, and then extended the recipients to approximately 1 in 4 receipts.

The result

"We knew it was a success when we received response rates among loyalty program members of nearly 30%," said Director of IT Don Stegman. Non-loyalty members delivered a nearly 20% response rate. "We were delighted to learn that the overall satisfaction scores were well above average." Beyond getting a baseline satisfaction score, Granite City was able to better meet customer needs. "We introduced new menu items and found many of our loyal customers wanted us to reinstate some staples," said Stegman, so the restaurant adjusted the menu accordingly. Having a tool to track feedback in real time also allows Granite City to quickly respond to any complaints, ensuring customers leave satisfied.

NCR continually improves products as new technologies and components become available. NCR, therefore, reserves the right to change specifications without prior notice.

All features, functions and operations described herein may not be marketed by NCR in all parts of the world. Consult your NCR representative or NCR office for the latest information.

All brand and product names appearing in this document are trademarks, registered trademarks or service marks of their respective holders.