

guest XM

by Black Box Intelligence

CASE STUDY

# How Bavet is Reinventing Pasta With A Saucy Branding and Digital First CX

**BAVET**<sup>®</sup>

We are not responsible  
for stains on your shirt!





## Client Challenges Bavet

Bavet has found immense success by focusing on specific dishes with a special touch, “Belgian spaghetti with a twist”. Scaling the Bavet concept understandably requires checking separate feedback streams for each location, of their current 18 restaurants operating. Each venue serves customers with varying backgrounds, needs, and expectations, therefore their dining experience must also differ accordingly.

- ✓ Access to unbiased, detailed CX feedback data
- ✓ Lack of a single repository for customer feedback
- ✓ Decentralized follow-up process from HQ to front-line

The Bavet concept was created and scaled by Bavet’s Founder and ‘Concept Guardian’, Peter Van Praet.

## Organizational Goals

1. Better company processes around CX feedback, online and offline.
2. Monitoring trends (positive and negative) from each location or group of locations (in a given city or region).
3. Empowering the front-line and location managers to constantly improve daily operations.

# BAVET®

CASE STUDY  
– AT A –  
GLANCE



2016

Founded in Belgium



INDUSTRY SECTOR

Fast Casual Concept



130+

Employees



18

Locations



70+

Reputation Channels



2018

Implemented GuestXM  
Company Wide

## The Solution

At first, the solution presented itself to Bavet in the form of restaurant review sites and social media platforms. With these channels, a treasure trove of insights could be discovered. For a range of locations, the Bavet team could find a detailed analysis of elements such as the ambience, customer service, delivery efficiency, and food quality.

## Why GuestXM?

GuestXM Essential is an intuitive Customer Experience (CX) solution that aggregates data from all relevant reviews, social media and delivery channels.

GuestXM Essential processes reviews, direct messages, @mentions surveys and email. Our solution empowers restaurant and hospitality brands to collaborate smartly.

## Onboarding

The Bavet onboarding was so much fun. During the first meetings, there was a productive click between the two teams, reflected in the fast adoption of our solution.

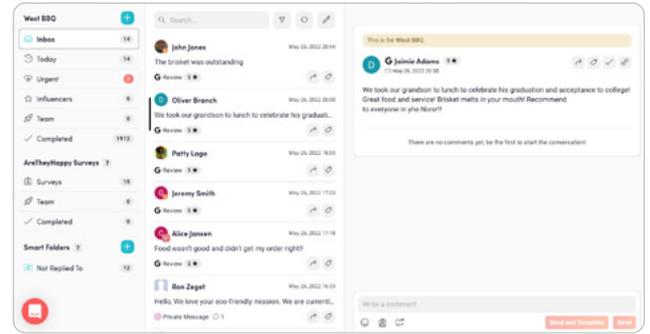
18X GOOGLE BUSINESS PROFILE	11X FACEBOOK
16X TRIPADVISOR	7X TAKEAWAY
16X FORMITABLE	6X YELP
	1X INSTAGRAM PROFILE
75 BRAND CHANNELS IN GUESTXM ESSENTIAL	

## First 12 Months

### More Reviews

During our first 12 months, Bavet tracked a **4x growth of new reviews** compared with the previous time interval.

Significant **NPS improvements** were noticed, especially for newly opened locations.



## Better Average Rating Score Across Locations

A key aspect that Bavet constantly improved in the first twelve months of working with GuestXM is the **Average Rating Score**.

At a brand level, distilling all average ratings from each location, **Bavet increased the overall company rating score by 0.5 stars from 3.9 to 4.4 stars.**

The **Rating Score** is very important for restaurant brands as it's displayed on Google, Trip Advisor or Yelp.

**From the Insights section, the management team have a more realistic picture of what happens in each location,** the ratio of unhappy vs happy reviewers and key improvement aspects.

## Next Steps Surveys and Team Tasks

GuestXM is constantly evolving, adding new features and integrations.

For expanding restaurant companies, like Bavet, it's crucial to balance that early spirit with the learnings gathered along the way in order to not make the mistakes the early locations did. Adapting to the culture and lifestyle of the city or region is another key objective for new units.

### 01. Empower Location Managers

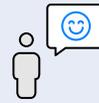
While HQ handles incoming reviews, brand mentions or direct messages from the brand account. Early on, Bavet identified the added value of having all company departments onboard, especially location managers. With the location's involvement, the Operations department could implement changes faster and measure more accurately the impact of key decisions.

### 02. Rolling out Team Tasks

Within GuestXM Essential, the person in charge of reviews, social media and other brand interactions, can assign tasks and tickets for the location managers to investigate on the floor with front-line colleagues, and in this way, close the feedback loop.

### 03. Implement Surveys Company Wide

Continue protecting the customer experience globally, including delivery partners and other third-party sellers.



4X

New Reviews



+0.5

Average Rating Growth



4.4

Average Rating Score



## Contextual Goals for Location Managers

### Guest Feedback Per Choice Driver Report

The crucial aspect for the team is to track customer feedback in key cities, taking into account local identity and culture. Choice drivers like “food”, “service” or “atmosphere” indicate potential sales increase in the near future.

#### Top Focus Points: Customer Feedback

##### Top Positive Tags

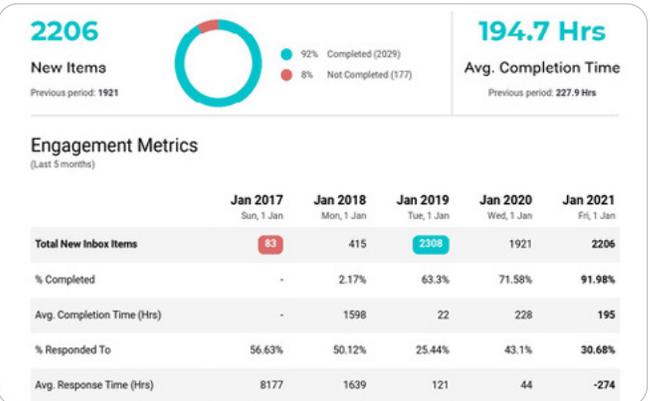


##### Top Negative Tags



## Better, Faster, Stronger Bavet

- ✓ **Better** monitoring of the customer experience in each location.
- ✓ **Faster** data-driven decision processes based on unbiased, cohesive data.
- ✓ A **stronger** company with a robust tech stack, more responsive to industry challenges.



## New Reviews Report

Every Location Manager in Bavet receives a report similar to the one illustrated. This offers them a way to keep in check the location’s performance, staff training and even menu offers.



## Team Tasks - How Do They Work?

GuestXM Team Tasks is a special section where users can manage critical complaints, root cause analysis and follow-ups on current affairs super easy without any additional integrations or connection.

### Seamless coordination between departments using automation

A manager can create a team task from any piece of customer feedback: reviews, direct messages on social media, surveys, email or even phone calls.

Based on the sentiment information and feedback channel (like Facebook, Google Business Profile, Yelp etc), you and your team can automate the process of creating a team task, escalate its status to urgent, assign it to a certain colleague, etc.

### Bavet's Day-to-Day Brand Reputation

**Bavet's** teams take action on critical aspects signaled by customers inside GuestXM. What is important and urgent is priority no 1.

## CX Surveys - From Delivery To Every Table

Surveys help Bavet keep track of the customer experience, especially when working with delivery partners like Deliveroo or Uber Eats. It's like an extra layer of feedback added on top of the review option.

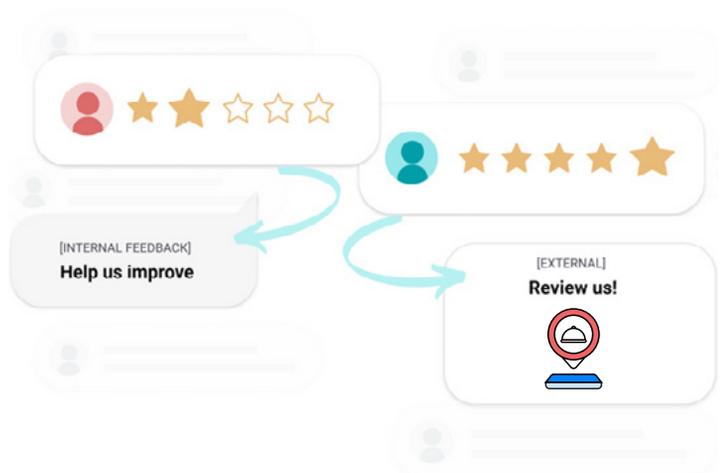
Every receipt has a QR code the customer can scan and fill in the survey anonymously without breaking any partnership protocol or personal data protection guidelines.

Customers complete a survey, usually after a very good or a very bad experience. These surveys serve as a fail-safe mechanism to ensure that even when working with partners, the brand experience stays as integral as possible.

The screenshot shows the 'Assigned To Me' interface in GuestXM. It features a table with columns for Type, From, Channel, Location, Due Date, and Status. Below the table, there are several task cards with different status labels like 'Please Respond', 'Please Investigate', and 'Please Clarify'. A detailed view of a task from TripAdvisor is shown, including a customer review about a long wait time for food, internal notes from a staff member, and a 'Please respond' panel with details like description, status (In Progress), assigned to (Marc), assigned by (Charlotte), and due date (Wed 27 Oct 2021).



How would you rate your experience at our restaurant ?



## The surveys in GuestXM

The surveys are a great fit for growing brands and a great way to generate more reviews.

If a customer rates their experience below 4 stars, their feedback will stay internal. When the customer rates 4 or 5 stars, they will be sent to write a review for the location they visited.

## Seamless coordination between departments

Combining surveys with team tasks means efficient collaboration and easy follow-up customer feedback.

A manager can create a team task from any piece of customer feedback: reviews, direct messages on social media, surveys, email or even phone calls.

## GuestXM X Bavet The Added Value



### Marketing - Increased Employee Productivity

Powerful inbox helps **marketing save around 4 hours per week** on responding to reviews, internal inquiries and direct messages. Marketing can now focus more on creative tasks and brand awareness.



### Operations & Sales - More Revenue with Fewer Angry Clients

An increase in ratings translates into more revenue for the coming months and potential new customers visits. Aside from new visits, with GuestXM your company can monitor based on sentiment and keywords, the impact of menu changes, front-line behaviour and more.



### Company Departments are Aligned and React Faster

GuestXM team tasks feature adds easy follow-ups based on customer feedback. A manager can create a team task from any piece of customer feedback: reviews, direct messages on social media, surveys, email or even phone calls.





“With GuestXM Essential, we can now easily see the data that shows us which operational aspects are working better than before. We give feedback to the people on the floor so that they feel respected and have a chance to develop.”

PETER VAN PRAET  
BAVET FOUNDER & CONCEPT GUARDIAN

## 01. Create Amazing Customer Experiences Daily

Running a restaurant involves overseeing a lot of moving parts, oftentimes from different people. To have a successful organization, every part must be in sync with the others. This guarantees consistently great online and offline customer experiences!

## 02. Our Philosophy: “One Company, One Reputation”

We believe that customer care is the responsibility of the whole company, not just HQ. After all, doing business is still all about people. Empowering the team with knowledge about the customer via timely coaching allows the entire organization to protect your brand.

## 03. The “Human” Aspect is Essential in Digital Brand Experiences

People make buying decisions based on how businesses treat and make them feel. Then, they rationalize that decision with “logic.” But it starts with a feeling. Do you make your customers feel important, heard, and cared for? If they don’t know you yet, your online behavior or “online customer service” indicates what customers can expect from you.

## Final Words

**Up to 9 out of 10 potential customers look up restaurant reviews online before deciding where to buy from.**

Our mission is to empower customer-centric companies to monitor their brand reputation, understand consumer feedback and make data-driven decisions to drive growth and revenue.

Our clients have a seamless collaboration between departments, increased efficiency by automating repetitive tasks, and all the data to answer the central question: Are my customers happy?



## Grow Your Restaurant Brand Reputation Today

We help brands take back control and grow online reputation, social following, NPS and reviews.

**Trusted by fast-casual, dining concepts & franchises  
in over 37 countries.**

[Get Demo](#)