

guest XM

by Black Box Intelligence

CASE STUDY

How Gasoline Grill Ignites CX Innovation While Building an Iconic Burger Brand

GASOLINE GRILL





Client Challenges Gasoline Grill

Early on, Gasoline Grill solidified its position as Copenhagen's leading independent, American-inspired burger brand. **After 5 years of activity, the client is looking for a tool to centralize customer feedback and ensure the iconic early experiences are matched every time in all restaurant locations.**

- ✓ Decentralized online brand reputation data
- ✓ Gaps in customer feedback analysis on a brand level
- ✓ Need to outline guest experience best practices

Gasoline Grill started out in Copenhagen in a petrol station spearheaded by owner Klaus Wittrup.

Organizational Goals

1. Better community engagement online and offline.
2. Monitoring guest feedback trends (positive and negative) from location level to the whole brand.
3. Sharing CX feedback across teams while empowering the front-line.

GASOLINE GRILL

CASE STUDY
– AT A –
GLANCE



2016

Founded in Copenhagen, Denmark



INDUSTRY SECTOR

Fast Casual Concept



50+

Employees



9

Locations



30+

Reputation Channels



2018

Top 30 Burger Joints in the World by Bloomberg

The Solution

Using the GuestXM Essential, restaurant brands have the tools to know: “Are my customers happy? If not, why not?”

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 in a smart way.

First 6 Months with GuestXM

More New Reviews

During the first 6 months, **Gasoline Grill doubled their new reviews** while increasing the overall average rating score.

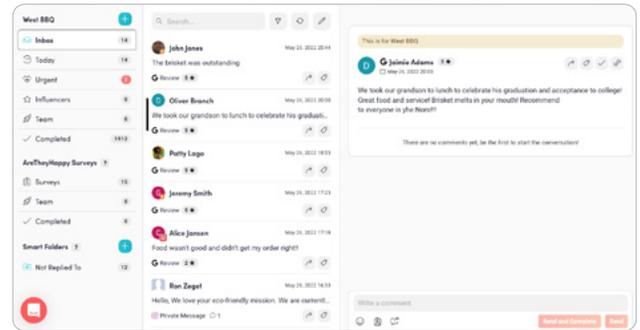
A 4.5 ★ average rating for a restaurant chain means that the brand stands out spectacularly in terms of customer experience.

Mapping CX Trends Fast

Monitoring reviews in real-time is a great start, yet the best way to optimize the customer experience of your restaurant is by deep diving into choice drivers. Gasoline Grill is interested in monitoring the new location’s performance compared to the brand benchmark.

Using our state-of-the-art AI language analyzer, you and your teams can quickly optimize operations, front-line processes, and guidelines.

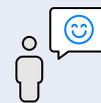
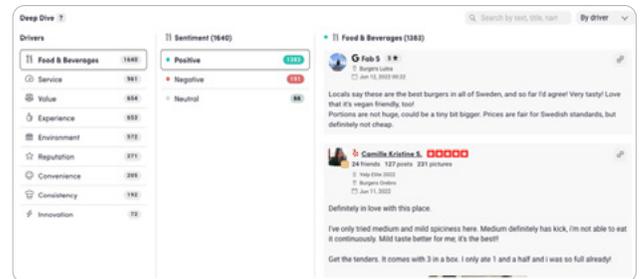
Independent burger brands face increasingly high competition in their sector, alongside the pressure to keep costs in balance. **In terms of brand visibility online, Google is an essential channel.** There, Gasoline Grill collects reviews, questions and direct messages from its community.



Client’s Online Footprint

5X GOOGLE BUSINESS PROFILE
 7X FACEBOOK
 2X FOURSQUARE
 5X TRIPADVISOR
 1X LINKEDIN

20 BRAND CHANNELS IN GUESTXM



2X
New Incoming Reviews



4.5
Average Rating Score



5.2
NPS Score

Next Steps Guest Experience Reporting

We believe in demystifying reporting and making customer experience stats accessible for everybody. Dynamic Reporting is the next step to monitoring customer trends, sentiment and performance over time. The Gasline Grill team was amazed at how easy it is to set up and run reports for multiple locations.

New Reviews Report

Best fit: Marketing, Operations & Location Managers

Great report for tracking new reviews, sentiment, average response time and percentage of completed customer inquiries.

Historical Data Report

Best fit: Operations, Marketing & C Level Management

Access historical data and trends easy for single or multiple locations. A good place to start monitoring NPS, reviews & more.

Customer Sentiment Report

Best fit: Operations & Marketing

This is for the purely data-driven: the customer sentiment deep dive wrapped in a report. It helps your teams track progress and the ratio of positive experiences.





GuestXM Essential X Gasoline Grill the Client Added Value

01. **Marketing** - More Tasks Done, Faster

Marketing department at Gasoline Grill saves 2 to 8 hours weekly on community management, coordination with locations and reporting.

02. **Operations** - Better Feedback Data

Operations shift toward a data-driven decision-making process utilizing GuestXM to consolidate unbiased feedback data from customers in delivery, walks-ins and takeaway.

03. **Front Line** - Empowering a Company Culture of Accountability & Growth

Location managers and front-line colleagues use GuestXM to harmonize best practices, recirculate feedback with HQ and take actions to improve the customer experience.

04. **Top Management & Shareholders** - Track Progress in Key Sectors Easy

Gasoline Grill can monitor all CX stats. Growth in review score, online following or NPS are usually precursors for revenue increase.

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](#)