

Client Case Study—Innovative Learning Solutions

Steak n Shake Restaurants: Aligning Front Line Associate Behaviors to Customer Loyalty Drivers

The Challenge:

Steak n Shake Restaurants did extensive research into what would distinguish the guest experience. With this data in hand, Steak n Shake Restaurants needed to re-skill front line managers and associates to deliver a new guest experience that would improve bottom line restaurant performance.

The Solution:

SPCI consultants adapted components of our POWER!SERVICE™ System, to deliver a powerful self-paced learning program to managers and associates to deliver “Triple A” customer service. Participants learned how to deliver on the service standards set for each of the 10 key touchpoints in the guest experience and how to exceed guest expectations around five behaviors associated with achieving a top box customer satisfaction score.



This video based, modular program included testing and certification for associates and managers to ensure a consistent level of skill development and performance after the training was completed.

The Results:

Steak n Shake achieved significant improvements in both guest and associate satisfaction and have continued to build on the success of this program with additional product and operational enhancements.

The Service Profit Chain Institute

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