

Client Case Study—Results Driven Consulting

Steak n Shake Restaurants: Understanding the “Science of Delight”

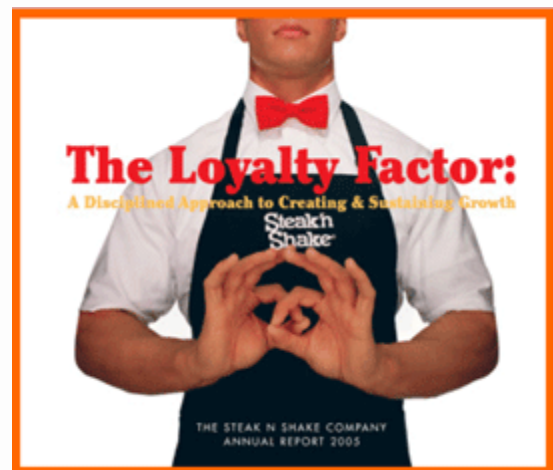
The Challenge:

A new CEO has some immediate success by improving this legendary company’s menu but needed to go beyond product innovation to improve the customer and associate experience more dramatically.

The Solution:

SPCI consultants helped build the business case for change, identifying the financial impact that would result from implementing a better customer and employee experience. From here the team developed the Implementation Roadmap based on 5 Critical Success Factors and identified the value drivers for high performing associates, that helped shaped the “Associate Promise” to support the firm’s Brand Promise to their guests.

Additional Six Sigma support was provided to three teams to improve: Associate Retention, New Site Selection, and Development and New Product Introduction



The Results:

The company achieved significant cost savings while improving both the customer and associate experience.

The Service Profit Chain Institute

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