Leading Through Change with Customer Insights

Medallia
“THE ONLY CONSTANT IN LIFE IS CHANGE”
ME & MY CAREER

PIVOT!
But things start to change when you walk into noodles
COVID-19 & CONSUMER BEHAVIORS

Consumers have growing concerns. COVID-19 is characterized as a pandemic and the levels of spread and severity grew very quickly.

Consumers’ lives shifted dramatically. Large gatherings are halted, schools close, stay-at-home directives were issued across many states. There is increased pressure to balance work and home.

Consumer behaviors changed quickly.
1. Financial concern driving reduced spend
2. Simplicity and convenience drive decisions
3. Crave connection, shift to virtual methods
4. Brand affinity derived through giving back
5. Media consumption shifting to social networks & connected streaming services

NOODLES RESPONSE:
Proactively Communicated enhanced safety procedures across all restaurants and reinforced online ordering and to-go options.

NOODLES RESPONSE:
Expanded Off Prem business including:
- Direct delivery available via Noodles.com and Noodles Rewards app
- Delivery through Uber Eats
- Free Delivery across all channels (owned & 3rd party DSP)
- Curbside pickup at nearly 350 restaurants

NOODLES RESPONSE:
• Launched new campaign ‘Company & Noodles’
• Introduced new Family Meals - Including a Give-Back to healthcare workers
• Activated hyperlocal communications
• Optimized media mix and introduced CTV, YouTube, and paid social, resulting in the need for Higher Quality Content
Rock bottom will teach you lessons that mountain tops never will.
OUR APPROACH

1. Determine what you want to learn
2. Prioritize the list of learnings
3. Establish a hypothesis
4. Prove / disprove the hypothesis
5. Learn and iterate
OUR LEARNINGS

Alignment

Remain aligned as a leadership team. Always.

Communication

Be transparent, share information frequently, and provide context.

Guest-Centricity

Put the guest (customer) at the center of everything you do.

Tension

Be comfortable with the uncomfortable.

Big Picture

See the forest through the trees.

Celebrate

Take time to celebrate success.