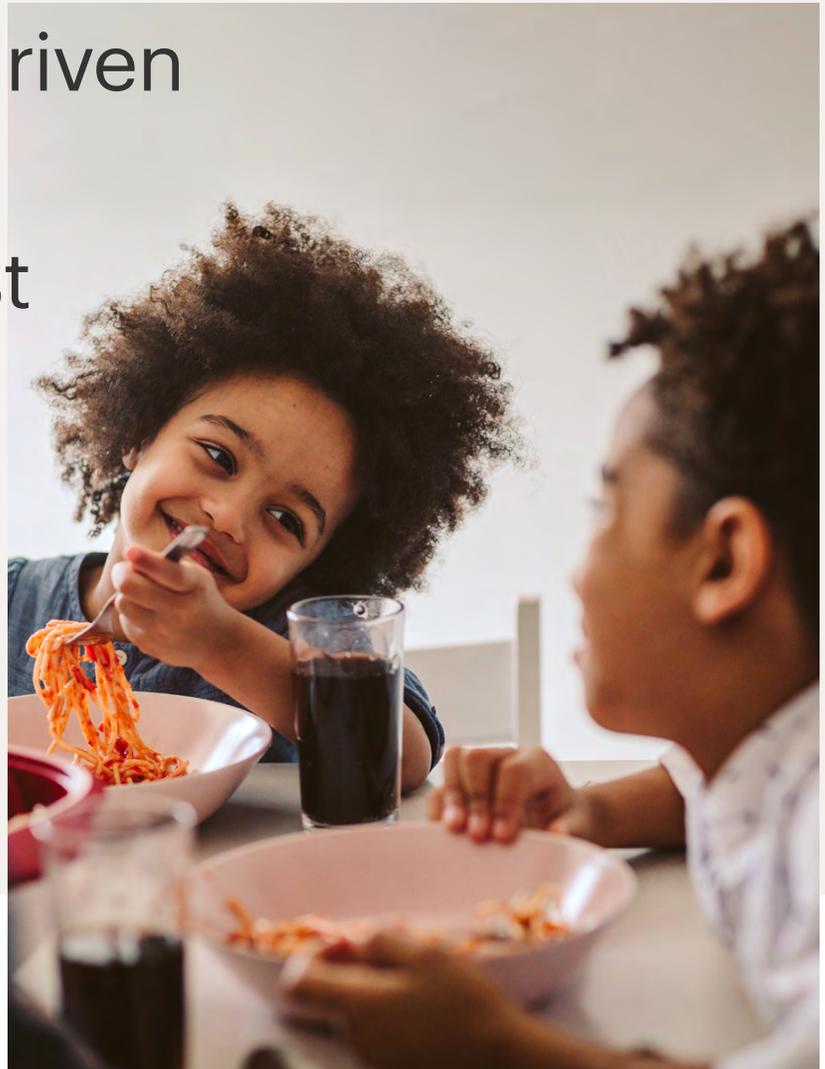


CUSTOMER SPOTLIGHT



Uses a data-driven approach to improve guest satisfaction



Results with Medallia

98%

of alerts closed within 48 hours

97%↑

in guest feedback with launch of post-visit email surveys

2.8 point↑

on NPS when Noodles staff is mentioned

NOODLES & COMPANY
Industry: Restaurants

Medallia

SUMMARY

- To better understand guest behavior, Noodles & Company looks at data regarding customer sentiment to help them make better business decisions.
- Noodles turned to Medallia to help the company use data-driven, real-time guest insights to better serve their guests.
- Noodles now has a complete view of guest behavior and uses that data to improve operations.
- As guest needs' change, Noodles makes sure high expectations of service are always met.

Challenge

With guest satisfaction always being top of mind, Noodles & Company has been serving guests since 1995. Made up of more than 450 restaurants and thousands of passionate team members, Noodles' unique culture is built on the value of "Loving Life," which begins by nourishing and inspiring every team member and guest who walks through the door.

With guest experience at the forefront of everything they do, Noodles needed a solution that would support their company's data-driven culture. To better understand guest behaviors, the company looks at data to help them make better business decisions. With hundreds of restaurant locations across the US, Noodles desires to understand the "why" behind a low satisfaction score or a guest not returning, which became even more important when COVID-19 changed the way restaurants operate.

Action

Noodles turned to Medallia to help the company use data-driven, real-time guest insights to motivate their team and the organization to pivot quickly and make decisions to better serve their guests. With Medallia, Noodles can now see a complete view of their guest: the type of items a guest has purchased, how much they have spent, how often they return and the feedback they give. Text Analytics allows them to see trending topics that occur and enables them to quickly identify and resolve any issues that may occur.

When COVID-19 forced the overnight acceleration to digital and off-premise dining experiences, Noodles turned to the data they received from Medallia to ensure positive guest experiences. When guests put in their order, they can request Delivery, Curbside Service or Quick Pickup. Once the order is fulfilled, Noodles can quickly identify any areas of improvement from guest feedback. The company has also begun sending surveys to guests to find out sentiment around coming back for dine-in service.



Impact

Noodles now has a better understanding of the drivers behind guest behavior and uses those insights to improve operations and marketing messaging. The company has been able to personalize emails which has increased guest engagement. When feedback showed that guests wanted “comfort dishes,” Noodles began showcasing comfort meals in its marketing which led to an increase in purchases of those items. By receiving these insights in real-time, Medallia has enabled Noodles to anticipate guest needs.

Making sure guests are happy is a top priority at Noodles, and the feedback shows that Noodles staff members take guest satisfaction seriously. During the challenging times of COVID-19, overall satisfaction scores have been trending up. Noodles strives to be a friendly brand and guests have noticed. As behaviors change, Noodles is right there with their guests, making sure its high expectations of service are met.

“

The insights we receive from Medallia allows our team members to immediately understand what is working and what needs improvement, which enables accountability across our business.”

Kayley McMahon

Consumer Insights Manager,
Noodles & Company

Request a demo at medallia.com

About Us

Medallia is the pioneer and market leader in Experience Management. Medallia’s award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://medallia.com).