

# How Marston's Improved Their CX With Reputation

Hospitality CX Success Story



## Challenge

To improve CX, brands need to identify which aspects of the customer journey most strongly influence a customer's overall experience and that are most likely to drive loyalty.

Marston's wanted to invest in parts of the customer journey that drive loyalty the most.

## Solution

Marston's partnered with Reputation to help them understand what was most important to customers and how to improve. They invested in Reputation to:

- Undertake a **Key Driver analysis**.
- **Understand what is important to customers and how it differs by format**
- **Identify performance issues at specific locations.**
- Implement measures to **drive operation improvements at locations.**

## CX Results

By partnering with Reputation to undertake their 'key driver' analysis, the brand identified '**food quality**' as the most important driver of customer loyalty, although at some formats, '**speed of service**' was the most important driver.

Through additional analysis, Reputation helped Marston's identify the locations that needed the biggest improvement in 'food quality' or 'speed of service' and created a plan to help reduce variance and improve consistency.

## Outcomes

Having identified 'food quality' and 'speed of service' as key drivers and parts of the business to focus upon, Marston's took the following actions:

- **Incorporated these business insights into their monthly management reporting to ensure it was a focus for the business**
- **Set up workshops with operators to identify clear actions at each location**

## Conclusion

With Reputation, **Marston's was able to focus upon what matters most to their customers and drive improvements across their entire estate** through centralised management and monitoring of customer feedback.

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