



CASE STUDY

AVENANCE CATERING

OVERVIEW

Avenance is an on-site catering company who provide a range of refreshment solutions to over 600 locations across the UK. They work hard at delivering qualitative and commercial value for clients as well as creating a pleasurable dining experience for customers.

CHALLENGE

Avenance were using comment cards to generate feedback from restaurant customers and report satisfaction levels to their clients. There was not an adequate volume of feedback to provide meaningful data, despite restaurant staff working hard to encourage responses.

SOLUTION

CRT ViewPoint for catering customer satisfaction surveys.

Not only have CRT helped us to understand the different wants, needs and desires of our existing user segments, it has also identified user segments that we never knew existed. Consequently we are able to target and position our food offers with more confidence and give more of our customers what they want, when they want it. ViewPoint is therefore a key tool to drive sales and engage out customers towards retention.

Howard Allen, Avenance Operations Director

It is an excellent tool for seeing where you need to focus. All clients have been very impressed with it and the amount of information it has provided.

Susan Rose, Avenance Operations Manager



BENEFITS

Hassle free - simplicity and ease of use.

Automatically generates 15-30% responses on site.

Enables quick and effective reporting back to clients.

At management level

ViewPoint provides fast and effective benchmarking.

Provides an overview of the operation and offerings with statistical backups at a level of detail not previously available.

