



Don't Get It Twisted, Auntie Anne's Employees Also Win at CX

“CARING FOR OTHER PEOPLE IS OUR PURPOSE,” the pretzel franchise proclaims—and Auntie Anne's delivers on that mission, both for guests and franchises, using InMoment's XI (Experience Intelligence) platform.

Whether you're at the airport racing to catch a flight or doing last-minute holiday shopping at the mall, it's hard to resist the smell of those salty-sweet, soft, freshly baked pretzels from Auntie Anne's. Anne herself (yes, she's a real person) calls

the story of Auntie Anne's a “twist of fate.” Perhaps it's fate that brought Auntie Anne's in contact with InMoment. It's a partnership that's producing more than just half-baked results, and that's the story we'll explore here.

I KNEAD A (CX) HERO

Auntie Anne's understands this important truth: The guest experience and the employee experience are connected. Happy employees mean happy customers. But a challenge many quick-service restaurants face is sifting through millions of pieces of feedback data coming from different places, making it near impossible to make sense of how the two are connected.

What's more, Auntie Anne's previous mystery shopping program provided valuable but limited insight; the brand needed a comprehensive XI platform that would effectively measure the customer experience and help incentivize franchises to buy in to the effort.

That's why Auntie Anne's decided to team up with InMoment.

BEFORE INMOMENT

Auntie Anne's mystery shopping program couldn't provide the full scope of the customer experience, and therefore wasn't able to get employee buy-in.

It was time to roll out a new recipe for results!

PRETZEL POWER WITH XI

Customer feedback provides concrete insight into what is working and what needs improvement. Before InMoment, that kind of feedback was siloed and sporadic, and wasn't getting to the right people. With a comprehensive experience platform, Auntie Anne's is now able to rank stores based on key metrics like friendliness and value, providing healthy and fun competition between franchises. Recognizing those key performance indicators at top performing locations helps Auntie Anne's implement successful processes at underperforming stores.

In addition, Auntie Anne's employees are also able to see the results of outstanding service and be recognized for it by guests and managers. When employees receive positive feedback (often by name) from guests, they become more engaged. As a result, Auntie Anne's found stores with higher employee engagement in its CX program were outperforming stores that were not as engaged.

AUNTIE ANNE'S IS ON A ROLL

- Customer feedback drove franchise employees to action, making improvements where needed.
- Engaged franchises helped Auntie Anne's achieve higher OSAT YoY, which also resulted in higher sales.

Auntie Anne's OSAT after InMoment Implementation

2017 | 62.8

2018 | 65.0

2019 | 68.1

Leveraging guest feedback is helping the bottom line for Auntie Anne's.

According to Forrester, customers who have great experiences are **3.6x times more likely to spend more money with the brand.**

Research shows about 3 percent of total CX-fueled revenue is generated by **word of mouth from happy customers.**

THE WOW FACTOR

At Auntie Anne's, you'd be hard-pressed to find salty employees.

That's because employees are engaged in the CX process, and that can translate into a better bottom line.

BIG SAVINGS

It can cost up to \$2K to train a new employee, according to industry research. Robust CX programs with a generous amount of employee buy-in can mean lower staff turnover and lower training costs.

How does the brand get employees to buy in to this vital CX process?

When a staff member gets praised by a customer, Auntie Anne's makes sure everyone in the organization hears about it. Its "Guest Care Wall of Fame" is one example of how employees across franchises are being lauded for their customer experience efforts.

The company has also inducted franchises into its "20/70 Club," celebrating stores that receive 20 survey responses per month and achieve an OSAT score of 70 or above. Auntie Anne's spreads the good news to the entire company, singling out top-performing franchises. This simple act of recognition incentivizes team members to engage in friendly competition with one another and produce tangible results.

Auntie Anne's recognizes top performing franchises through its Guest Care Wall of Fame, 20/70 Club.



Franchise
Incentives



Franchise
Engagement

"OUR COMPANY VALUES ARE PASSION, RESPECT, INTEGRITY, DIVERSITY, AND EXCELLENCE. THOSE AREN'T JUST THINGS THAT HANG ON A WALL FOR ME—THAT'S HOW I RUN THE BUSINESS. WE'RE A FRANCHISE-BASED BUSINESS, AND IT'S IMPORTANT WE UNDERSTAND HOW THE DECISIONS WE MAKE AT CORPORATE IMPACT EVERY SINGLE STORE. MAKING SURE THAT'S ALWAYS TOP OF MIND FOR ME IS IMPORTANT."

HEATHER NEARY, PRESIDENT, AUNTIE ANNE'S (QSRMAGAZINE.COM)*

**What Inspires Auntie Anne's President Heather Neary," QSR Magazine, December 2018

SUMMARY

- Before InMoment, Auntie Anne's mystery shopping program struggled to extract meaning from limited data.
- Guest feedback processed through InMoment incentivized franchises to focus on specific goals; the more positive feedback was shared around the organization, the more engaged franchises became.
- Increase in OSAT of nearly 9% since CX program was implemented
- Because of happier customers, team members became more engaged, resulting in a reduction in employee turnover across franchises.