



## IMPACT STORY

# The Melting Pot + inmoment

FONDUE RESTAURANT

## The Context

The Melting Pot is the original fondue restaurant where guests can enjoy several fondue cooking styles and a variety of unique entrees, salads, and unforgettable desserts. With more than 105 locations and \$200 million in revenue, The Melting Pot has always been a guest-centric company that constantly looks for new ways to understand and serve its guests better.

## The Opportunity

After years of asking employees for anecdotal insights and using mystery shopper programs—which didn't tell the full story from the guests' perspective—The Melting Pot partnered with InMoment to launch a comprehensive guest feedback platform.

## The Impact

Immediately, The Melting Pot began collecting an abundance of both scores and comments that resulted in a much more comprehensive understanding of the guest experience, as well as actionable intelligence to

improve operations across the company. The president at The Melting Pot said, "Technology is enabling us to listen to our guests—and take action—in ways we never could before."

Real-time feedback allows leaders at every level of the company to identify trends, pinpoint opportunities, prioritize and implement action plans, and even identify several new product ideas. For example, for years Melting Pot servers did not deliver the check until guests requested it, assuming it would prevent them from feeling rushed. InMoment's text analytics—which surface trends in unstructured data—revealed this practice actually made guests feel neglected. After acting on this insight, the company's "speed of service" metric increased 47 percent in just four months. The Melting Pot also uses the InMoment platform to test new menu items, significantly reducing both the amount of time of the previous process, and the risk of making a bad investment.

## What's Next

As part of the legacy brand's evolution, The Melting Pot is rolling out new restaurant designs with more interactive experiences. The new design evolution reflects what is most important to their guests, who are looking to enjoy exceptional food and beverages in an engaging, fun atmosphere.

### SUMMARY

- **47% increase in key "speed of service" metric within four months**
- **Reduced time and risk in introducing new products**
- **Unprecedented ability to listen and take action on guest feedback**