



CASE STUDY

Pizza Hut Restaurants UK

Optimising Survey Design for Experience Improvement

With over 200 restaurant outlets across the UK, Pizza Hut Restaurants puts the happiness of their guests and employees at the heart of everything they do, promising to be “the most loved place to eat and work.”

As one of the UK’s most established pizza restaurants, Pizza Hut Restaurants relies on customer feedback to shape their ever evolving service proposition and initiatives and drive experience improvement.

“Guest experience is fundamental to who we are as a hospitality business and by constantly listening to what our guests love and what they don’t appreciate, we can flex our approach to our overall offering.”

Craig Wells, Senior Operations Excellence Manager, Pizza Hut

Slicing Up Customer Data: A Shorter Survey with Better Customer Understanding

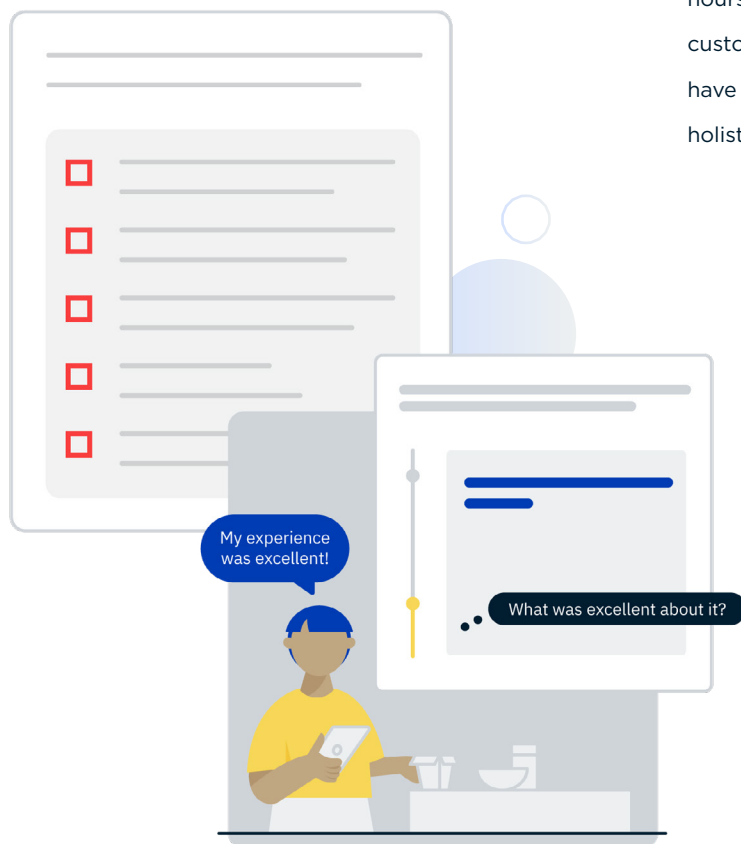
In order to gather richer intelligence from their customers to understand and improve, Pizza Hut Restaurants, in partnership with InMoment, remodeled their entire feedback strategy to ensure that the maximum number of customers were leaving feedback—without it being a chore or taking up too much of their time.

Applying InMoment's Active Listening™, which prompts customers to leave as much detailed feedback as possible) and text analytics (to analyse rich unstructured data), Pizza Hut has simplified the feedback process for their customers. The survey was reduced from an eight minute, very structured survey to a shorter conversational survey with open comment boxes for customers to tell their experience in their own words. The survey was designed to focus on one central metric: Intent to Return.

Since making these changes, survey responses have doubled and Pizza Hut Restaurants are now receiving a holistic view of all their customers in real time.

As well as shortening the survey, Pizza Hut Restaurants made the decision to remove the outdated incentive scheme which offered a 2-for-1 voucher to all customers who left feedback if they returned within 14 days. Analysis showed that the incentive massively skewed the data with Pizza Hut only seeing an increase in loyalty and positive feedback because customers wanted to claim the 2-for-1 offer. This wasn't an accurate representation of the wider demographic and their experiences.

Now, the shortened survey is sent to customers within two hours after ordering to ensure timely feedback from every customer. Since making these changes, survey responses have doubled and Pizza Hut Restaurants are now receiving a holistic view of all their customers in real time.





Thinking Outside the Box: Using Customer Feedback to Validate Business Decisions

Not only has Pizza Hut Restaurants been able to gain richer customer intelligence, it has also applied its findings to create organisational change and make business decisions.

In the hospitality sector, businesses are always evolving based on what the guest wants. By analysing guest feedback through the InMoment XI platform, Pizza Hut found that its guests wanted the midweek buffet proposition (Monday to Friday) to also be available on the weekend. Utilising this information, Pizza Hut tested the new buffet proposition over eight weeks, and as it was a huge success that was rolled out nationwide in 2019!

The XI Platform allows Pizza Hut Restaurants to quickly explore data at both a central and location level and as part of the wider restaurant action plan to be able to search through customer data to find common themes, trends and to learn from other locations on what can be done to improve experiences for their customers.

“The relationship between InMoment and Pizza Hut Restaurants is long standing and a partnership where both businesses learn from each other. We have embedded surveys and feedback as ‘business as usual’ and through insights delivered at location level, we continue to learn and adapt. As a brand, we welcome the holistic feedback that InMoment pulls together and aid us to set the direction of our guest journey. We are about to embark on a very exciting journey into single customer view.”

Craig Wells, Senior Operations Excellence Manager, Pizza Hut

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