



Higher ratings drive higher same-store sales

After this build-your-own pizza franchise leveraged BirdEye’s customer experience insights to boost ratings for all locations nationwide, they found that stores rated 4.4 stars and higher had same-store sales growth of 15% while stores below 4.0 stars had negative same-store sales.

Company Snapshot

- Founded in 2011
- 116 Blaze Pizza restaurants
- BirdEye client since 2015
- www.blazepizza.com

Background

Opening a new location every 5 days, Blaze sought to deliver consistently outstanding customer experience in every store in order to retain their rapidly expanding customer base. At the same time, they wanted to maximize the power of customer feedback to acquire new customers and boost revenue.

Goals

Increase revenue for all locations

Identify key performance categories to measure across locations

Capture and measure online feedback to manage customer issues

Maintain expansion rate with consistent high ranking both nationwide and locally

Outcome

Using BirdEye Insights, within 12 months, Blaze Pizza:

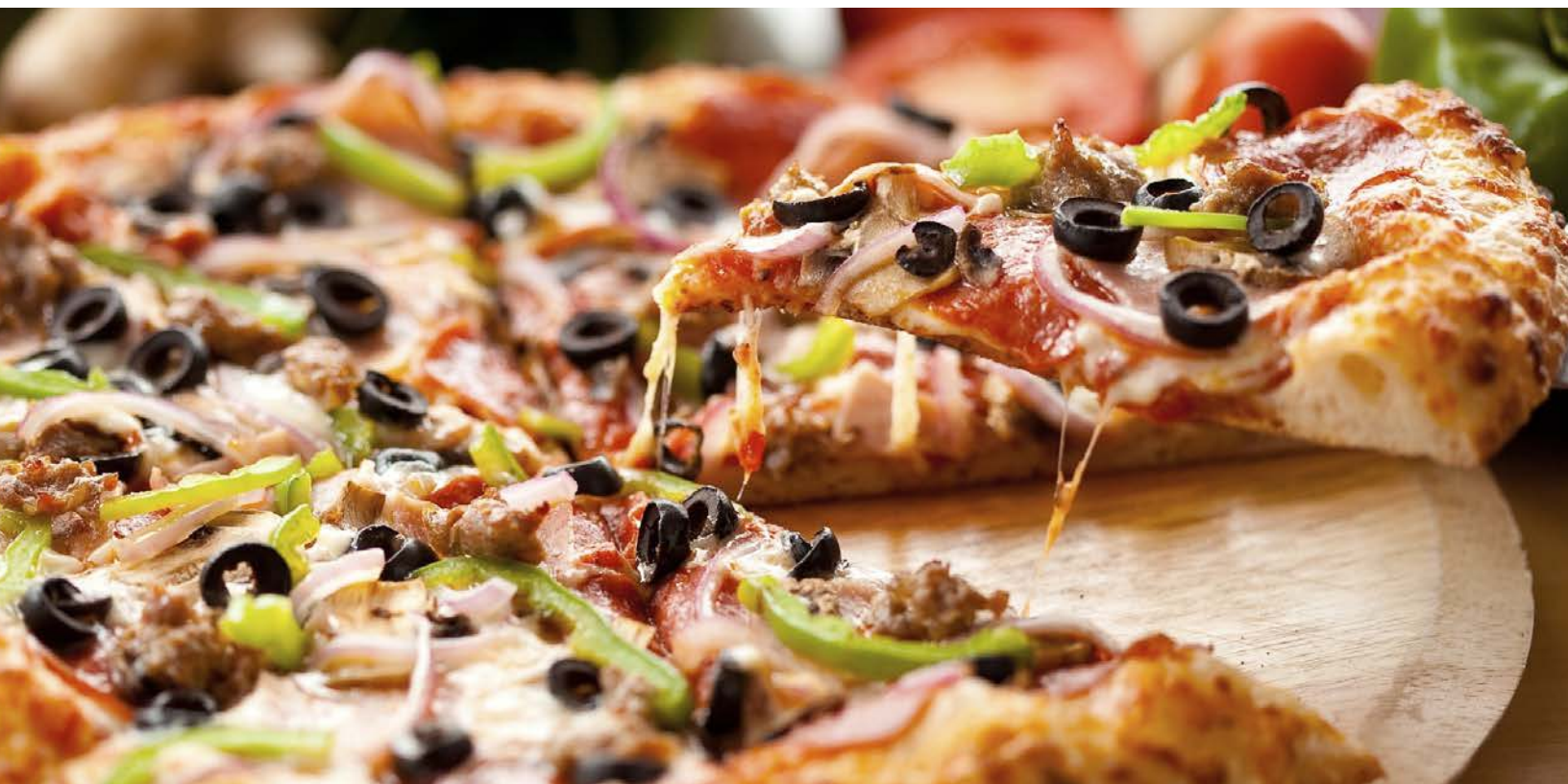
Held a consistent 4.3 overall ranking with 2x more locations and 175% more reviews

Increased same-store sales with higher ratings

Received over 11,000 reviews from 19 sites

Stayed in-tune with daily customer feedback at a national and franchise level

Expanded faster than all fast-casual pizza chains



THE CHALLENGE

Decipher & leverage customer feedback

On pace to open one new location every five days, Blaze had no way to accurately measure and address the increasingly overwhelming volume of online customer feedback received across a breadth of social channels. They needed to thoroughly understand daily consumer sentiment in real-time to keep up with an ever-expanding customer base. Their goal was to acquire more customers, which meant not only maintaining high ratings on third-party sites, but also ensuring every location delivered equally outstanding experiences.

“Our customer experience standards are very high. We use BirdEye on a daily basis to manage our operations. Real-time customer feedback and competitive insights give us the edge we need to sustain high level growth.”



Jim Mizes, President and COO at Blaze Pizza

Various channels Blaze Pizza looked to monitor in real-time

- NPS
- Social Media
- Review Sites
- Mystery Shopping



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THE SOLUTION

Engage locally with in-moment feedback

With the BirdEye platform, Blaze began aggressively comparing locations, focusing on performance by category. They assigned specific keywords to monitor for each category, highlighting customer issues of top concern. This way, Blaze was able to track specific success metrics amidst the massive flow of feedback and respond accordingly.

- Categories Measured**
- Overall
 - Pick-up & Delivery
 - Service
 - Beverages
 - Food
 - Pricing & Value
 - General Experience
 - Facilities & Amenities

Performance by locations

Location ^	Overall	Service	Pick-up & Delivery	Beverages	Food
Location #1	B+	B 170	C+ 27	A 14	B+ 350
Location #2	A	A 137	B+ 13	A 24	A 295
Location #3	A	A 90	A 3	A 11	A 161
Location #4	A	B+ 164	C 16	A 13	A 289
Location #5	A	B+ 31	-	A+ 3	A 63
Location #6	A	A 201	B+ 8	A+ 8	A 256
Location #7	A+	A+ 19	A+ 1	A 8	A+ 53
Location #8	A	A 40	A+ 3	A 9	A 116

BirdEye sent daily reports of feedback from social media and review sites to both corporate and management, and also converted the unstructured data into a Net Promoter Score for an actionable performance summary.

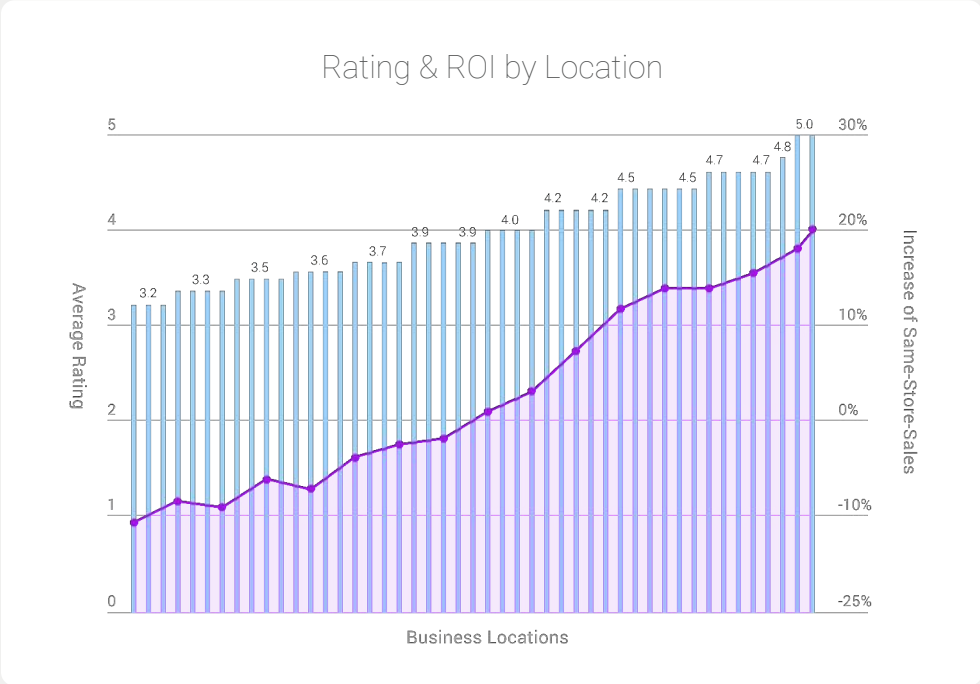
THE RESULT

Stable growth & customer happiness

Currently their average rating is 4.3 stars across 116 locations, based on 17,359 reviews from 19 sites. Blaze Pizza has substantially more reviews than competitors despite being a much younger company, and has maintained a consistently high Net Promoter Score.

“There is a strong relationship between sales and reputation. Stores rated 4.4 stars and higher had same-store sales growth of 15%, while stores below 4.0 stars had negative same-store sales.”

Jim Mizes , President and COO at Blaze Pizza

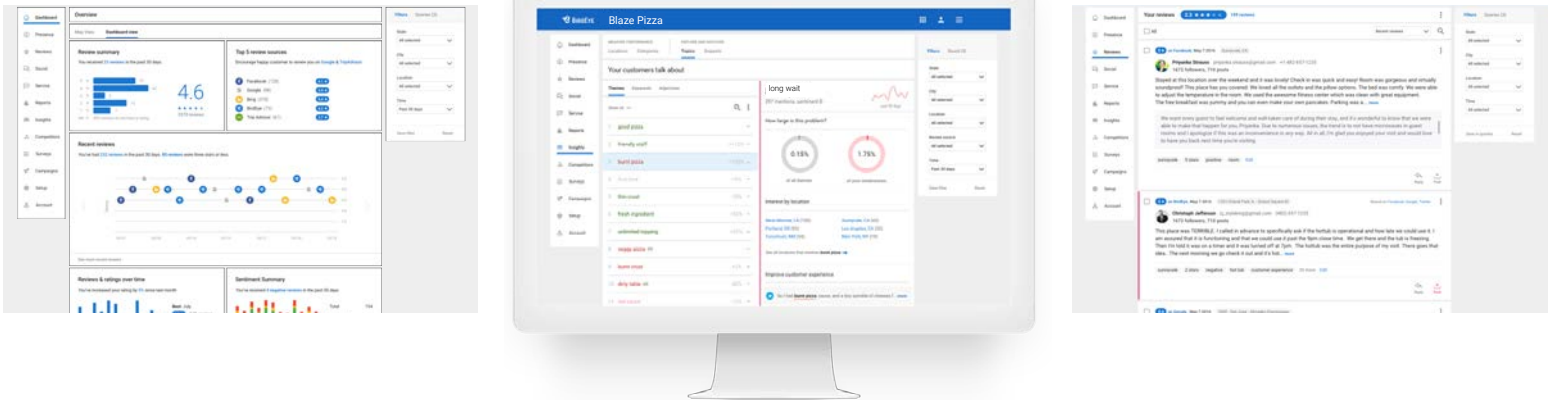


Blaze Pizza’s primary competitor has always been itself. They continue to use BirdEye to listen daily to feedback, honing in on locations and striving for excellence in all categories.



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About BirdEye



BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel – review sites, social media, and surveys.

With BirdEye's tools, businesses can engage in every step of the customer journey, establish a positive online presence, and benchmark performance across locations and against competitors.

In today's reputation economy, BirdEye provides the eyes, ears and algorithms necessary to create a stand-out customer experience that pleases a digital consumer society reliant on instant gratification.

To see the BirdEye platform in action, visit birdeye.com/scan-business/

To learn more, go to birdeye.com or call toll-free #1-800-561-3357.



BirdEye features

The platform that drives your customers to become your marketing engine, out of the box.

Listings

Fix your business listings on 50+ sites and boost SEO with a custom microsite for each business location displaying your best reviews and up-to-date business information.

Review generation

Easily get new reviews from your happy customers on sites like Google and Facebook via automated real-time emails or text messages.

Review monitoring

Monitor all your reviews from 250+ sites in real-time, from one place. Track progress with detailed reports of reviews and ratings over time, by source, and by location.

Review management

Receive real-time new review alerts and respond instantly to all feedback from one place to solve problems before they become problems.

Review marketing

Maximize the power of happy customer voices. Auto-promote your best reviews on your website, blog, search engines, and social pages like Facebook, Twitter and Google+.

Social

Monitor, post, and engage with customers across blogs, forums, news sources, and social media networks - all in one place.

Webchat

Convert every incoming chat from a website visitor into a text message conversation. Interact with prospects anytime, from anywhere to convert website clicks into customers.

Ticketing

Resolve problems proactively. Assign support tickets to reviews and social comments. Track issue resolution and measure employee performance with detailed service reports.

Insights

Identify root case driving sentiment for reviews, social media comments and survey responses. Turn insights into actions that drive meaningful results.

Benchmarking

Get the same insights into your competitors' customers that you have for your own. Benchmark strengths and weaknesses and identify opportunities to capture market share.

Surveys

Easily design custom surveys that engage customers in real-time. Measure customer experience, employee satisfaction, conduct market research, and more.