

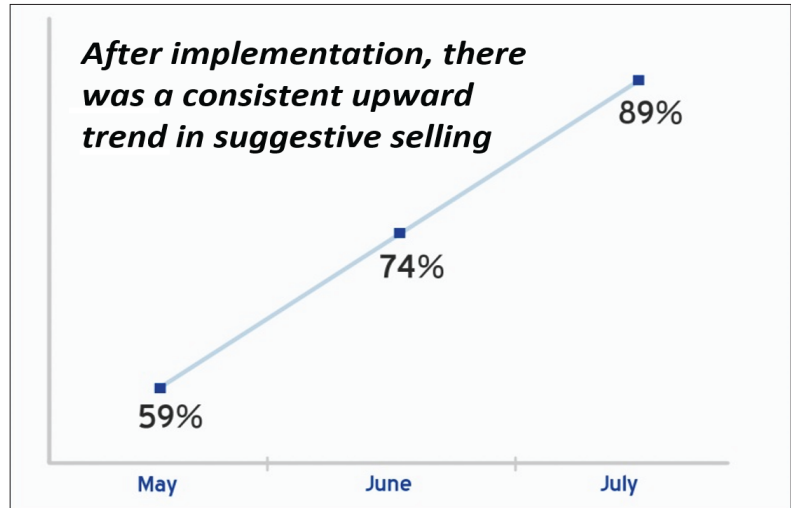
## SUGGESTIVE SELLING CASE STUDY: How One National Quick Service Chain Achieved an ROI of 740%

### PHASE 1

#### Client Objectives

A Fortune 500 Quick Service Restaurant (QSR) came to TrendSource with two key objectives:

1. Drive incremental revenue through suggestive selling
2. Ensure alignment and consistency of their KPIs – Key Performance Indicators



### PHASE 2

#### Program Development

Through TrendSource's collaborative process, the goals of the program became clear:

- Increase fountain drink and meal combo incidents by 1pts
- Increase the initiative's visibility through positive team member reinforcement
- Measure service delivery to support the companies' brand re-launch

TrendSource instituted a **three month** reward and recognition mystery shop program focusing on driving incremental revenue while measuring the client's alignment with their operational KPIs. To ensure a successful program, TrendSource used a transparent approach which created energy and a "buzz" among front-line staff, reinforcing the desired behavior.

### PHASE 3

#### Keys to Successful Implementation

- Interviews of key stakeholders to ensure the program aligned to organization-wide needs
- TrendSource's key role in management of the internal kick-off for franchisees, and in ensuring adoption of and enthusiasm for the program
- Recruiting from TrendSource's closed database of experienced, high-quality shoppers
- Web portal and custom reporting for real-time results, which were available to both the franchisees and key management staff
- Including stated KPIs in program analysis, and giving detailed recommendations for improvement

### PHASE 4

#### Analysis and Results

Through TrendSource's collaborative process\*, the goals of the program became clear:

- 40% ROI - During the three month program, drink incidents increased by 1.8% and combo incidents increased by 2.2%. This increase translated into \$4.2 million in incremental revenue to the client.
- The program increased customer service levels - In addition to the sales increase, the client's KPI scores increased by 12% from the first month of the program. ■

\*See graph above.

