



# 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](http://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.



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## 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:**

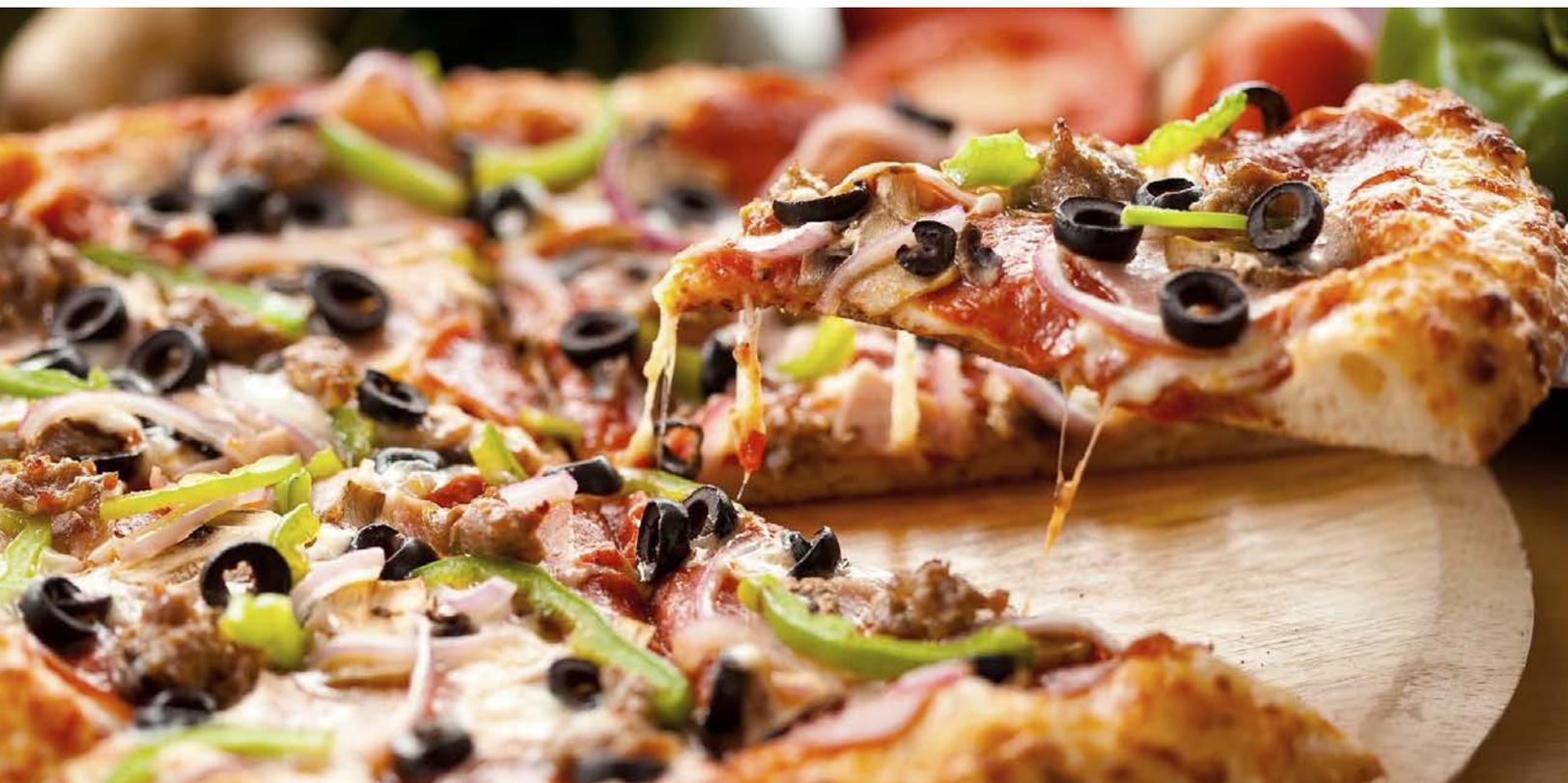
Held a consistent 4.3 overall ranking with 2x more locations and 175% more reviews

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





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## 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.

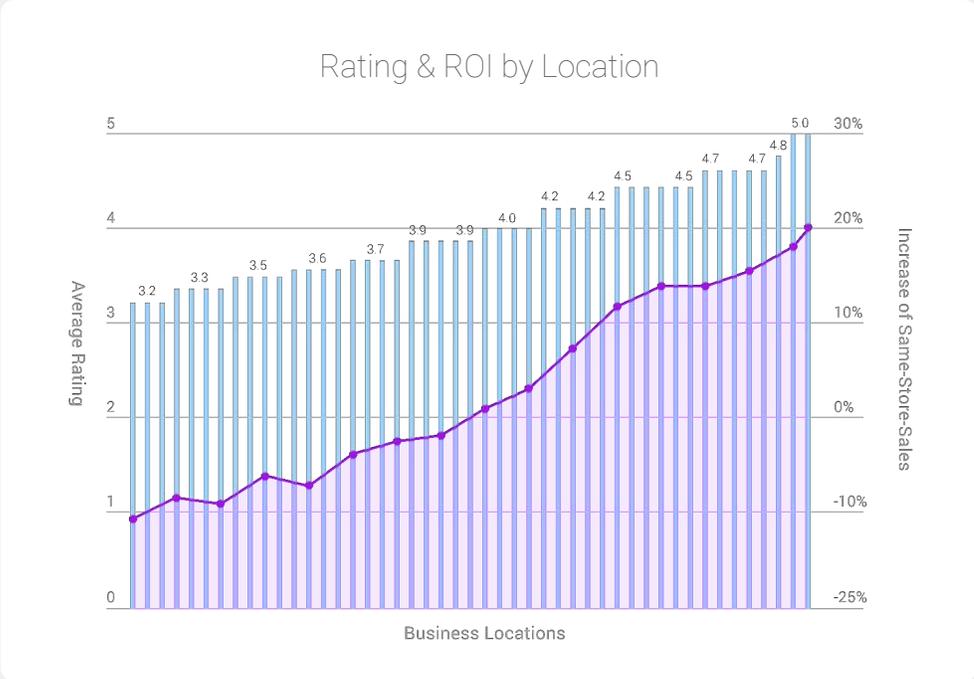
THE RESULT

# 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

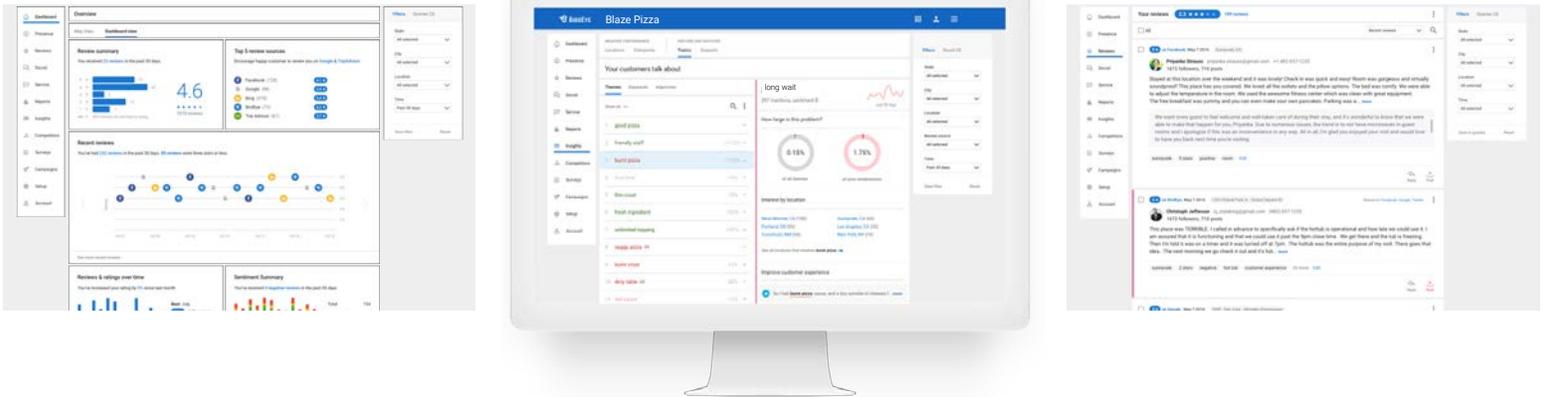


Blaze Pizza’s primary competitor has always been itself. They continue to use BirdEye to listen daily to feedback, honing in on locations and striving for excellence in all categories.



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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/](https://birdeye.com/scan-business/)

To learn more, go to [birdeye.com](https://birdeye.com) or call toll-free #1-800-561-3357.



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## BirdEye features

### Small Business edition

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



#### Review generation

Get reviews on top sites like Google, Facebook and Healthgrades via automated SMS or MMS messages.



#### Review monitoring

Monitor all your reviews from all sites like RateMD and Vitals -- in real-time, from one place.



#### Review website

Display your best reviews from all sites on your custom-built microsite, optimized for SEO.



#### Review marketing

Auto-promote reviews on your website, blog, and social pages like Facebook, Twitter and Google+.



#### Mobile app

Monitor and manage reviews anytime, anywhere. Available for both IOS and Android.



#### Online presence

Create a consistent presence for your business on 50+ sites and boost SEO with new patient reviews.



#### Review triage

Respond instantly to negative reviews before problems escalate.



#### Premium support

Get results quickly with premier customer service and a dedicated support representative.

### Enterprise edition

All the features of the SMB edition, **multi-location enabled**, plus:



#### Next-generation surveys

Design your own surveys that engage patients in-the-moment.



#### Proactive issue management

Assign support tickets to reviews and social comments and track issue resolution.



#### Business insights

Discover root cause of sentiment and take action to boost patient happiness.



#### Social listening

Engage with social comments in real-time to leverage influencers and User-Generated Content.



#### Your BirdEye view

See your enterprise as patients see you. Track trends by country, region, state, city, or branch.



#### Competitor analysis

Get the same insights into your competitors' patients that you have for your own.