

Brand comparison using review data:



In the hospitality and food industry, public reviews left by customers have the power to influence everything – from brand reputation, to credibility, growth of customer base and of course revenue.

When it comes to restaurants, cafés and catering, a customer’s review will largely depend on two things: quality of food and experience.

We wanted to explore the latter, and discover how popular coffee house chains and their customer service teams can leverage review data to improve the service their customer-facing teams provide.

How can Relative Insight help?

To highlight how team leaders and senior management can improve customer satisfaction and employee training in well-known coffee house chains, **we turned to comparison.** We compared public customer reviews for three popular coffee houses to better understand some of the pain points felt by their customers.

Relative Insight pinpoints the differences in *topics, words, grammar and phrases* unique to each language set.

These linguistic insights could **transform the customer experience** and enrich your team’s performance.

What does this mean?

As a sophisticated means of competitor benchmarking, our comparison surfaced some unique customer service challenges that each brand faces, along with highlighting their individual strengths.

From comparing consumer reviews, we uncovered the unique selling points for each brand from a **customer’s perspective.**



Starbucks



Pret a Manger



Costa Coffee

Five star reviews



Great variety of drinks



Healthy food and coffee on the house



A meeting spot for friends and colleagues

One star reviews

- Issues with app
- No response to emails
- Dog-friendly = hygiene issues

- Problems with coffee subscription
- Negative employee experience
- Team efficiency

- Cold food and drinks
- Disappointed with coffee standards
- Lack of cleanliness

By comparing customer reviews for each coffee house against each other, we got a clear picture of where each one could improve their customer service in order to create more **positive customer experiences**.

Starbucks

Negative reviews are largely due to issues with Starbucks' new app.

Wrong payments have been deducted from customer accounts and the upgrade has caused many customers to lose gold status.

People are frustrated by a lack of response to emails and the "terrible customer service" received in store as a result of app problems.

Pret a Manger

Similar to Starbucks, customers were frustrated with the technicalities of Pret's subscription service.

Customers struggled to cancel their subscription and were subsequently charged during the free trial period.

Although, in general, customers were pleased with the efficiency of the friendly teams at Pret, ex-employees commented on the negative pressured working environment.

Costa Coffee

In comparison to both Starbucks and Pret, Costa is the go-to meeting spot for friends and colleagues.

However, negative reviews stem from "disappointing standards" in Costa's food and drink service.

Customers complained that food was cold and that coffee taste was inconsistent.

Furthermore, customers were displeased with the cleanliness of the chain, particularly how slow employees were to clean tables and toilet facilities.

Why is this helpful?

Through language comparison, Relative Insight helps customer service and management teams in the hospitality and food industry uncover **crucial insights about the customer experience**.

Equipped with language insights, brands can focus on improving the training of in-store employees and introduce measures to ensure a positive customer experience on the whole.

Relative Insight is the key to deciphering a range of qualitative data sources, including:



Social listening data



Focus group transcripts



CRM



Chat-bots



Sales resources



Customer reviews



Feedback surveys



Customer support transcripts

Get in touch!

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