

CASE STUDY VAPIANO Austria



Efficient review management across all the channels

Name of the company:

VAPIANO Austria

Location: Austria

Web: www.vapiano.at

"re:spondelligent's solution could not better meet our needs. It's a big win for us in marketing but also for the operational teams interacting directly with our guests in the restaurants. We appreciate the flexibility and professionalism of respondelligent's team and the fast and easy implementation".

Stephi Tacho
Marketing & Brand Manager, VAPIANO Austria

Executive Summary

VAPIANO Austria is a chain of Italian fast-casual restaurants. With 13 locations in Austria, they invest a lot of resources in taking care of customer feedback which they collect across different review platforms, in their own webshop and directly from guests via phone and mail.

re:spondelligent has tailored its solution to capture all relevant guest feedback and make VAPIANO's review management process more efficient and insightful.

Challenges

During the COVID-19 pandemic, we have seen a big spike in food takeaway and delivery. As a result, the delivery platforms have gained importance for restaurants. VAPIANO offers delivery through local partners and operates their own takeaway webshop on their website. Therefore, it was essential to collect and manage customer feedback across all the channels.

VAPIANO was looking for a holistic solution that allows monitoring, analyzing, and responding to guest reviews from multiple sources. The challenge was to integrate customer feedback left in their webshop and during direct communication with guests.

Solution Offered

re:spondelligent has developed an advanced technical solution tailored to VAPIANO's needs. Apart from collecting and responding to reviews from the major review sites and delivery platforms, it has integration to VAPIANO's webshop, which allows collecting reviews of takeaway customers and responding to them directly in the app. The response then generates an email to the customer within a pre-defined template. Moreover, VAPIANO's team is able to add customer feedback received by email or phone to the re:spondelligent's app. This way it can be saved and integrated into the content analysis. VAPIANO Austria has been using re:spondelligent's online review management software since January 2021.

Benefits of the Solution

VAPIANO's team is managing their online reviews more efficiently. This has freed up a lot of time. Furthermore, the understanding of guests became more holistic and insightful as the team can monitor the development over time in just one click.