

T.g.i. fridays

Business, Marketing



Case Study Table of Contents Question 4 3 Introduction 3 Discussion 3 Conclusion 5 References 6 Question 4 Introduction T. G. I. Friday's is a restaurant chain which provides American style food with quality service to the customers. The restaurant started its service in 1965, with the credo to treat the customers in an honoured manner and make them feel gratified. The inner decor of the restaurant gives it a feel of a theatrical stage, the ambience, the service, the product along with the package make the visit memorable for the customers. The study deals with evaluating the service technologies used and assessing the image created by it in the minds of the people and the media. Moreover, the success attained by the T. G. I. Friday's social media campaign will also be evaluated. Discussion The T. G. I Friday's provides mass customisation service to the customers to maintain the standard and make them feel valued. The service technologies used the restaurant include the Point of Sale (POS) to rationalise its front and back office procedures to make the guests enjoy the service and experience the quality of offerings. T. G. I Friday's has used the customisation technology to provide personalised menu to the customers satisfying their request through menu permutation. The restaurant uses the computer technology to monitor the timely service delivery of foods by the employees with standardised behaviour. The approach of the management is to provide distinguished and standard quality by implementing hard and soft elements in the service. The hard element is the used is the parking facility which helps in attracting more customers. The number of items in the menu and cocktail is nearly 100, which is served in the ambience that creates an aura of American bar with the decorative of American memorabilia. The service technology

incorporated to serve the starters in a stipulated time of seven minutes provides the customers a feeling of satisfaction and happiness (Wang & et. al., 2004). The target service time is one of the major service techniques used by the restaurant as a marketing strategy to attract more valuable customers. This technique enables to reduce the standing time of the customers and provide them the value added service with the quality of food provided (Palmer, 2011). The strategy of rendering the service within seven minutes, the range of menu and the standard of the quality are observed through the computer technology. The order taking device and the Wi-Fi network have helped to increase the pace of service delivery (Computerworld Honours Program, 2013). The assorted service technologies assist in increasing efficiency, accuracy, accessibility, revenue along with ascertaining the success of the restaurant. The POS service method used is to augment the speed of delivery, improve accuracy of the order and enhance the level of customer satisfaction along with increasing employee-customer interaction. Moreover, T. G. I Friday's uses the soft elements which differentiate it from others because of the empowering employee service. The POS technology has enabled to improve the communication of the restaurant and helped in quick service delivery (Holm, 2005). The employees do not follow any stringent rules but customise themselves with the situation and the requirements of the customers. They display an emotional behaviour to match with the feelings of the customers and make them feel honoured. They provide additional services to the customers such as instinctively singing tunes when serving food to the group celebrating party. These attitudes of the employees make the customers feel valued and create a

different ambience and experience in their mind. This service allows them to be loyal to the restaurant and increase their number of visits. This service is possible not by training but is reflected in the personality of the employees and hence the recruitment of the right person is an important aspect. The other service technology used is to provide a fun environment to the customers with quality food and different memorable experiences. The satisfied customers help in free promotion of the restaurant by word-of-mouth technique along with increasing the footfall (Hoffman & Bateson, 2010). The social media campaign proved to be successful as the Financial Times survey appreciated the work of the employees and the service provided and declared it the fifteenth best workplace in United Kingdom. The workplace environment and the salary structure have made it an efficient place for the employees, customers and employers in terms of revenue. The media stated T. G. I Friday's to be an enjoyable place for work and appreciated its standard of service. Conclusion The service sector depends a lot on the quality of hospitality delivered to the customers. In T. G. I Friday's, the key strategies included providing better quality services with timely delivery of food and most significantly upholding the behaviour of the employees along with maintaining the ambience. The soft element of providing better behaviour was the value added service by the restaurant which was making it efficient and helping in gaining revenue. The working environment and the satisfaction of both the employees and customers have largely facilitated it earn the reputation of being one of the best places to work. References Computerworld Honours Program, 2013. TGI Fridays. Deployment Of Hand-Held Mobile MICROS Server Terminals For Tableside

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