REVIEW FIRE
BETTER REVIEWS BETTER BUSINESS

Case Study:
Chamberlain's Restaurants

The Challenge

Chamberlain's Steak and Chop and Chamberlain Fish Market Grill are both incredibly well run restaurants that constantly strive to improve. Chamberlain's has a dedicated clientele but their Online reviews did not reflect the passion of the guest, staff or the owners.

After being in business for 20+ years, Chamberlain's Steak & Chop had 84 Google Reviews. The Fish Market had 76 Google Reviews. Reviews were typically posted by first time guest and travelers but not the regular customers.

At the beginning of the program the two Chamberlain branded restaurants were rated #2 and #4 in their market on TripAdvisor.

The Review Fire platform was launched at both Chamberlain's restaurants in order to get feedback from regular clients and encourage all guest to offer feedback that could further improve the Chamberlain's dining experience.

The ReviewFire.com Solution

We implement Review Fire with the intent of giving every Chamberlain's guest the opportunity to give the restaurants feedback. Since most restaurants are lucky to get one email address per table we implemented our Feedback Request Invite program. In addition to email invites to known clients, the Chamberlain's wait staff now give each guest an invite with a three-digit code that allows the customer to leave feedback for the owners and managers. This also gives our reports granular insights down to the wait staff.

The Results (are incredible)

The Voice of the Customer is heard loud and clear at Chamberlain's Restaurants. During the first 10 Months of the program Chamberlain's collected **7,000+** user feedback survey responses. Chamberlain's is diligent about using guest feedback to improve their business.
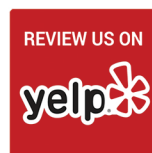
Combined New Reviews for Both Locations

g+	tripadvisor	REVIEW US ON yelp	f
392 New	**209** New	**198** New	**352** New

Chamberlain's Restaurants are rated #1 and #2 on Tripadvisor for their market.

The little changes made to the restaurants based on guest feedback resulted in real improvements to the customer experience and to higher ratings on all major review sites.

Actionable feedback for improvements came from happy clients who were eager to offer suggestions.