Success story

Niu Foods streamlines its customer service and improves NPS results with Frogmi®

NIU FOODS®

frogmi®

#StoreWork   #Automation   #Workflow   #Traceability

Resolution time	Locations achieving NPS goal	Requests solved in <2h	Implementation time
-90%	**+60%**	**>70%**	**6** weeks

About Niu Foods

Niu Foods is a holding company passionate about flavors, delivering its restaurant services through its Niu Sushi locations since 2009. Since then, they have created two new restaurant lines: Guacamole and KaoThai.

Today, Niu Foods has 50+ locations and more than 1,600 employees. Their plans include opening more restaurants during 2022-23 and achieving an international presence in Latin America.

Challenge & Objectives

Committed to delivering the highest quality products and service, Niu Foods took on the challenge of improving its customer service and claims management process.

One of the main challenges was to unify customer communication channels effectively. Niu Foods used a manual process of collecting, consolidating, and reporting complaints. This process was resource-intensive and generated bottlenecks at each stage, delaying the response to the customer.

On the other hand, the manual process provided low complaints visibility, poor information traceability, and insufficient responsiveness to customers.

Project objectives

Optimize complaints collection, management, and follow-up.

Decrease times and improve the quality of response with customers.

Consolidate customer loyalty.

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The Solution

To address this challenge, Niu Foods identified a great opportunity by digitizing and automating processes with Frogmi® and its StoreWork module.

A self-management portal was implemented on the Niu Foods website. The customer can enter and notify, through a form, any incident with their order (compliments, queries, order errors, late delivery).

Incident resolution is automatically managed through predefined workflows, notifying the relevant Site Manager via the mobile application in real-time. Thus, response times are shortened, enabling virtually immediate response and solution to the customer.

"Frogmi® has been a revolutionary solution for us. At Niu Foods, we want to differentiate ourselves in post-purchase. This tool allows us to provide an almost real-time response to our customers, always maintaining traceability and accurate information."

Agustín Dikenstein
Deputy Operations Manager at Niu Foods.

Results

The implementation was fast: it was possible to conduct the pilot, obtain feedback, build the integrations, and rollout in 50+ stores in a matter of 6 weeks.

With Niu Foods and Frogmi® working together, customer service is digitally managed. The manual process for consolidating complaints has been eliminated, and the follow-up of each case is automatic.

Furthermore, the traceability of each incident enables the discovery of new insights for continuous improvement, training opportunities, and sophistication of operational processes.

Main results

+60% Locations meeting NPS goal.

-90% resolution time for complaints and incidents.

>70% of customer requests are resolved in less than 2 hours.

There is no doubt that today, more than ever, customer experience is fundamental to cultivating brand and business value. With these excellent results, Niu Foods has revolutionized its customer service, delivering fast, accurate, and consistent responses to its customers.