

Red Lobster Case Study

- By:
- 2150387 Mohd Nazrul Shafiq Bin Mohd Ridzuan
 - 2150373 Muhammad Hariz Fahmi bin Zainal
 - 2150407 Muhd Azizul Hakim Bin Muhammad Alid
 - 2150363 Muhammad Zairiq Zahyilmie Bin Zailani



Case Study Overview

Red Lobster has attempted to change its image by doing several things; one of the earlier things that they had changed was their original slogan from, "For the seafood lover in you," to, "Come see what's fresh today." Soon after, they changed their image to a more streamlined and modern look that downplayed their original nautical décor. When customers were asked about the franchise it was discovered that most customers viewed the restaurant as outdated and unappealing to potential customers. The revamping of the restaurant image was done in a number of stages. The first stage management improved operations so that customers would not have to wait as long to receive their food at their table. The second stage mainly focused on improving the restaurants physical image and shifting from a focus on low prices to freshness. The final stage is where they attempted to boost the sales in order to attempt to position Red Lobster as the best seafood restaurant in the world. In recent years the changes that have been put into effect have reported sales increase since 2004 improvements in operations have led to a higher operating margin.

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1. Why do you think Red Lobster relies so much on Internet surveys to track customer opinions, preferences, and criticism?

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What are the advantages of using online surveys versus traditional surveys conducted over the phone or through the mail?

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How well do you think the site appeals to the educated, affluent, and over 50 crowd that the chain wants to reel in?

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Red Lobster's closest competitor in the seafood dining business is Joe's Crab Shack. Check out their Web site at: www.joescrabshack.com and compare it to Red Lobster's. How does their marketing approach differ? Do you think it's appealing to the same types of customers? How does the Web site try to get information from its customers?

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Suppose Red Lobster was wondering how well its new interior design was being received by customers at a redecorated restaurant in Columbus, Ohio, and hire you to create a questionnaire.

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Red Lobster, Spanish Version

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What are the primary messages that are effective in this? How does the site attempt to capture information about its customers?

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Variety of Dishes



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1. Why do you think Red Lobster relies so much on Internet surveys to track customer opinions, preferences, and criticism?

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A Little Old and a Little New

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Red Lobster, Spanish Version

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What are the primary messages that it conveys? How effective are they? How does the site attempt to capture information about its customers?

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1. Why do you think Red Lobster relies so much on Internet surveys to track customer opinions, preferences, and criticism?

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- Red Lobster relies on Internet surveys because the online population continues to grow and most customers do not want to complete surveys during their lunch or dinner.
- They also rely more on the internet surveys because they get the most honest opinion of its customers in comparison to the traditional method.



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What are the advantages of online questionnaires versus traditional surveys conducted over the phone or through the mail?

Online

- Faster Results
- Significantly Less Expensive
- Interviewing Many People: Practical and Affordable
- Better Customer Insights
- Better Reach
- Better Targeting
- Better Respondent Selection
- Able to use Multi Media, to ensure Respondents Answer in Context



Traditional

- Typically do not capture influence of unconscious associations or conformity effects
- Do not measure like/dislikes at the component level
- Cannot factor in pricing effects
- Cannot highlight temporal aspects; situational effects
- Are subject to the "survey uncertainty principle"

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How well do you think the site appeals to the educated, affluent, and over-50 crowd that the chain wants to reel in?

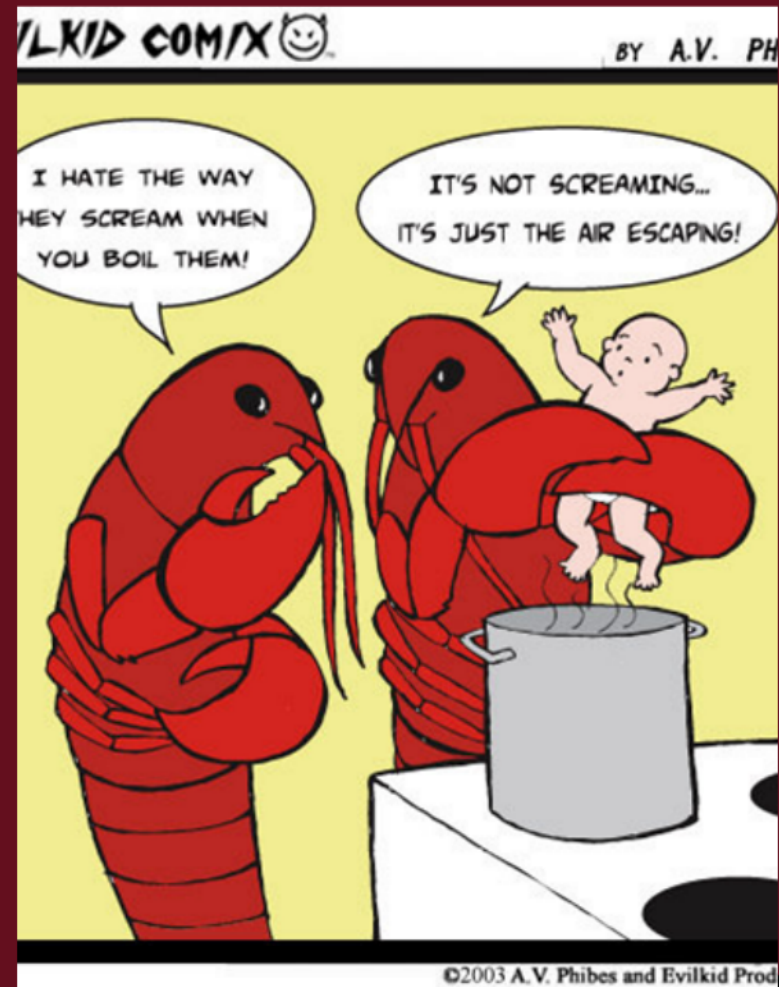
- Easy to understand.
- Draws attention with the specials and coupons .
- Straight to the point.
- Quick access to the links.
- Ingredients.
- Get health facts.
- Gets tips for cooking seafood



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What are the primary messages that it communicates about the restaurant, and how effective are they? How does the site attempt to capture information about its customers?

The primary message is freshness and how Red Lobster achieves freshness. The chef's kitchen portion of the site achieves this message. The site is able to capture information about its customers through testimonials and reviews



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Suppose Red Lobster was wondering how well its new interior design was being received by customers at a redecorated restaurant in Columbus, Ohio, and hire you to create a questionnaire.

Have you notice a difference in our interior design?What type of feeling does the new red lobster interior design makes you feel like?

From a scale of 1-10, how does the new interior design of red lobster adapts to our new logo "come see what's fresh today"

How many min after ordering was your food arrived to your table ?!

- A) 1-5min
- B) 6-7 min
- C) 8-9 min
- D) 7-15 min

After visiting red lobster today, were you satisfy with the service ?

- A) yes
- B) no

If yes, Please rate the service from 1-10 (10 being the best)

If no, why weren't you happy with our service today!

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