

Pita Jungle Case Study

We placed a ServiceGuru Kiosk within all corporate Pita Jungle locations. The features selected included location and employee ratings/reviews, immediate missed expectation alerts, loyalty emails and survey module.

Pita Jungle saw dramatic results and improvement including:

- Management received 52 times more ratings/reviews than Yelp, Google, Facebook and TripAdvisor combined
- Average of 450 ratings/reviews per location per month
- 13% higher ratings on Yelp and Google for the location using the ServiceGuru platform for 1 year (5.8% for 7 months) vs. locations not using the platform
- Immediate improvement in customer service when the kiosk was deployed
- Restaurant able to react faster to missed expectations – stop unhappy guests from going online
- Captured over 2000 new names/emails for email marketing
- Unheard of granularity of feedback from guests



We thought we were getting a lot of feedback and reviews. Holy cow were we wrong. It's much easier to run each location on 500 ratings/reviews per month from our guests vs. 10. We had no idea what we didn't know.

Bassel Osmani

Owner, Co-Founder Pita Jungle



Customer Profile

- Full-Service Mediterranean Concept
- 21 locations (Mix of corporate and franchisees)
- 500 + employees



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