

Know'N'act helps MOD Pizza create a deeper customer connect

MOD Pizza is one of the more innovative and fast-growing pizza chains in the country. Headquartered in the Seattle area, MOD prides itself on its laser focus on customer satisfaction, how it allows customers to truly 'build' their own pizzas and the genuine loyalty its customers have for the brand and the product.

With such a strong focus on customers and their feedback, MOD wanted a system that was flexible, customizable and could scale as their operations grow. They needed the ability to identify store or shift specific issues and instantly alert the concerned manager. They also wanted the ability to group certain stores together to help a regional GM to view her operations easily at a glance. Further, to ensure that nothing slipped through the cracks, MOD was interested in the Alert Escalation system in know'N'act to bubble up alerts to supervisors based on specified time limits. And finally, MOD was also interested in hearing the unvarnished feedback from customers and used know'N'act to route all appropriate feedback all the way up to the CEO, every day from every location.

know'N'act replaced an existing SMS/text based system that MOD had used for a while because of the considerable flexibility of the know'N'act platform, the richness of features and the ability to customize as their needs grow with the growth of the company. The level of responses from customers at MOD stores has gone up dramatically while the ability of operations to manage customer feedback has improved as well. MOD has been able to connect with customers who may be less than satisfied for any reason and address their concerns typically before they leave the location. Taking the famously good MOD customer service to an even higher level!



Overview

In 2008, a couple in Seattle was motivated by their love of pizza and simple pleasures, and fuelled by their need to feed four hungry boys. With the help of some really smart, experienced friends they figured out a way to create an authentic, fresh, hand-made product in quick time.

When they finally opened their doors to the people, it quickly emerged as a place where one would want to take their family, and where it feels like family. A place that prides itself on providing a special experience to customers.

And, the best part is, the MODness is just starting to spread!

“We moved to know'N'act from an existing system at MOD Pizza once we saw everything that the platform can do for us. We hold customer satisfaction as one of our primary goals and anything that helps us in that effort is valuable to us. We realize that we're still using only a subset of the know'N'act features but are thrilled with what it has already done for our operations and ability to connect with our customers.”

- Scott Svenson ,
Founder & CEO, MOD Pizza