yumpingo®

CASE STUDY

Customer Success Story

Rosa Mexicano

Josephina Howard founded Rosa Mexicano in 1984 with a single mission: to give the New York restaurant scene its first authentic Mexican fine dining experience.

In the 37 years to follow, Rosa Mexicano has accomplished that mission and more. Visiting Rosa Mexicano means embarking on a culinary journey through Mexico, from regional classics and Mexico City street tacos, to an extensive list of craft cocktails and fine agave spirits.

The Rosa Mexicano team is so passionate about delivering an authentic culinary experience that they frequently visit Mexico to tap into the spirit of latin hospitality, and find ways to incorporate their cultural inspiration through every facet of the business.

Whether you're stopping by for the signature guacamole and a plate of enchiladas or just a quick mezcal Negroni, Rosa Mexicano strives to deliver guests an unmatched experience at each of their six locations (with a seventh slated to open in Spring 2021).

Rosa Mexicano

Their Story

Since 1984, guests have flocked to Rosa Mexicano for an upscale dining experience that honors Mexican heritage and culinary traditions.
In 2019, the brand implemented Yumpingo's intelligent guest experience management platform to gain deeper insight into how guests feel about the brand. Yumpingo's actionable insights have helped Rosa Mexicano develop menus more effectively, and control cost of goods sold, leading to a higher NPS and more happy guests.

Challenges

- Lack of visibility into menu performance
- Reliance only on sales data and customer reviews for menu insight
- An absence of insights when making menu and pricing decisions

Solutions

- Yumpingo Guest Experience Management

Results

More Happy Guests (%)	**9.15 ↑**
NPS Increase (Points)	**8 ↑**
Time Period (Months)	**15**
Number of Reviews	**66,731**
Number of Locations	**6**

> Yumpingo has changed the way we develop menus. Having guest sentiment insights to a dish level really helps to give us the confidence to continue with the things guests love and make decisive changes where needed.

CHRIS WESTCOTT, PRESIDENT & CHIEF EXECUTIVE OFFICER, ROSA MEXICANO

Measuring and Managing Menu Performance

Prior to partnering with Yumpingo, Rosa Mexicano relied on sales data and online customer reviews to gauge how each menu item was performing. But these methods were reactive, and added unnecessary complexity to mapping customer satisfaction to sales growth.

Consequently, the traditional methods of tracking menu performance weren't even telling the full story. Even though a dish may be consistently selling well, it could still score poorly in an NPS survey for a number of reasons, whether it's an under-seasoned entree or an overly sweet dessert. And what's worse - if the menu item in question is supposed to be your most noteworthy offering!

The Rosa Mexicano team puts their heart and soul into every menu offering, with every ingredient carefully selected and complemented by the next. And for any restaurant with a craft menu and locally sourced ingredients, assessing menu and dish performance is integral to building the culinary experience they set out to deliver. But for the northeast brand, without the right data, it was difficult to identify which dishes were top performers and which ones needed to be addressed and improved upon - and why.

A New Way to Assess Menu and Dish Performance

As business began to scale, The Rosa Mexicano team sought out a solution that could help them drive operational consistency across locations as well as identify areas for innovation - backed by true data.

After selecting Yumpingo for the unmatched product-level insights — every menu item, every restaurant, every shift— the team unlocked the data necessary to direct their culinary-led operations.

With Yumpingo's multi-touch, multi-channel methods for collecting operational performance insights, the Rosa Mexicano team was able to immediately leverage the culinary performance data for look, taste, portion, and value of every menu item.

This first focus on quality and value perceptions built a foundation upon which The Rosa Mexicano team fortified their margins while ensuring continued excellence in service and hospitality.

Testing Menu Adjustments with Real-Time Feedback

Yumpingo's guest analytics also helped Rosa Mexicano move regular dish assessment out of the development kitchen and into the hands of guests, at the moment of truth. These insights provide development and management teams with the confidence to make changes without the jarring feeling of high-risk decision-making.

When it comes to a restaurant's menu, an active approach based on regular measurement and evaluation is vital. It enables incremental changes that, over time, lead to massive improvements in overall performance, helping them deliver more happy guests.

"Yumpingo allows us to develop our menu more dynamically by testing dishes and getting real-time feedback before we launch a dish across all of our locations. Our NPS scores rose dramatically after a recent seasonal menu change and it's great to know the changes we are making are landing well with our guests," Westcott said.

Adding Guest Insights into the COGs Equation

Too often, menu decisions are based solely on sales and COGs rather than taking a balanced approach with guest perceptions being weighted along with margins. Rosa Mexicano added customer scores into their COGs equation to identify products for deletion, improvement, or promotion.

For example, menu items with strong passion scores were reconceived to improve their financial contributions while retaining their quality metrics. Conversely, dishes with lower velocity or higher costs were assessed relative to their likelihood to recommend then deleted when guest scores were lacking.

Data on the guest experience is the difference-maker for a brand committed to authentic hospitality. As an industry, restaurants have relied on what managers observe to bolster their extensive metrics on costs, margins and sales. That financial equation is now balanced by what Rosa Mexicano's guests think about the overall value of their experience. A full view of value now sets a foundation upon which they can build.

Every Captured Moment Builds Momentum

Guesswork won't drive results. Tap into the voice of your guests to truly understand how you're performing across every dish and service style. Contact us today to find out how Yumpingo helps brands like yours harness the power of guest experience management to drive growth.

Start the Journey to More Happy Guests

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