

## El Pollo Loco Launches New Tell Us About Us Customer Feedback System

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Increased integration of systems creates unique opportunities for growing restaurant chain

El Pollo Loco, Inc., a leading chain of 340 quick-serve restaurants specializing in flame-grilled chicken, recently launched the Assured Resolution(TM) 1-800 Customer Support system provided by Tell Us About Us Inc. This innovative program offers customers access to live operators who have the tools to log each call, track it through to resolution and notify El Pollo Loco staff when action is required.

El Pollo Loco's implementation of the Assured Resolution(TM) system builds upon the services Tell Us About Us has been supplying the growing restaurant chain. Since 2004, Tell Us About Us has successfully launched several customer survey programs for El Pollo Loco.

"Delivering our guests an exceptional experience each and every time they visit our restaurants is, without a doubt, our top priority, which is why we have incorporated customer loyalty ratings into the bonus criteria used to award our managers," explains Karen Eadon, Chief Marketing Officer for El Pollo Loco, Inc. "Having a first-rate customer hotline is critical to our organization. We found the caliber of the reporting provided by Tell Us About Us to be superior to anything we had previously seen." Eadon also cited Tell Us About Us's convenient open-closed reporting format and system of automatic notifications as a key factor in the decision.

"The Assured Resolution(TM) Customer Support program allows users to fully realize the opportunity each customer issue presents. By offering a consistent system that tracks every issue through to resolution, we simplify the process of resolving customer concerns to build enduring loyalty," explains Scott Griffith, Tell Us About Us's Vice President of Business Development. "We're very excited about our expanding relationship with El Pollo Loco. They're a progressive company with an outstanding management team that is committed to growth. They have demonstrated, time and again, their commitment to fully embracing the potential of each of the programs we offer -- and the results have been fantastic."

El Pollo Loco first partnered with Tell Us About Us Inc. in January of 2004 to replace its mystery shop program with automated telephone and web surveys. "By linking the Assured Resolution(TM) program with the customer surveys we gather, our customer insights have become much richer. Centralizing the reporting on one interface is an advantage that brings together reactive and proactive systems, allowing us to examine both sides of the customer equation," says Eadon. "Importantly, we can identify trends in the live-operator data and generate issue-specific surveys to gather further insight that can enhance our guest service."

El Pollo Loco currently operates 340 restaurants, located principally in California, with additional restaurants in Arizona, Nevada, Texas and Illinois. The company began significant franchise expansion plans in 2003 and has a pipeline of 145 franchise restaurant commitments in California, Colorado, New England, New Jersey, New York, Oregon, Texas and Washington. Headquartered in Irvine, California, El Pollo Loco, Inc. is a privately held company owned by Trimaran Capital Partners and company management.

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