

## Case Study

Mister Lee - Oriental Food  
National restaurant chain - Colombia



### Delicias de la Cocina Oriental

#### The Project

Through the growing popularity of social media presence in the Colombian market in **2010**, Mister Lee restaurants aimed to position their restaurant chain brand online, increase customer engagement, and boost their sales in the Colombian market.

Mister Lee, an established brand of over 27 years, felt they were in need of defining and launching their brand online and designing a digital sales strategy to reach out to a younger audience.

#### The Challenge

Mister Lee, an Asian cuisine restaurant in Bogota, Colombia (capital) and had been experiencing a year-long plateau in sales growth and additionally, were at risk in sales declining with two (2) new Asian cuisine restaurant chains as pressing competition. The competition was offering similar pricing and a new Asian buffet styled menu (this was a new way of offering Asian cuisine and appetizing customers at point of sale with their fast food in the market).

Mister Lee prides itself on delivering fresh high quality cuisine and in having a high retention of operational staff that know their clientele, menu and operations well, but lacked the customer service, sales experience and insight on customer sentiment to make strategic decisions to stand out during the point of sale and amidst the growing competition.

Social media, digital and sales strategies were not something they had any knowledge of and had no social media presence to be part of the digital landscape with.

## The Solution

Amigo Social Media (ASM) created and launched two (2) social media channels for Mister Lee (Facebook and Twitter) and managed said platforms using "HeartBeat" as a platform management solution and "Sysomos" as a complementing social listening solution.

The social media strategy that was designed was to add value to their cuisine by educating their consumers on the health benefits of their **freshly** cooked ingredients (this also indirectly addressed the competition that offered a buffet style menu that was precooked and sat heated waiting to be served). The digital communication was coy, young, fun and focused on the call-to-action of driving clients to dial their dedicate call center to place orders and or receive a city guide to a client's nearest Mister Lee location where anyone could visit or place the order directly at.

Social media storyboards were designed to offer a road map of their monthly social media strategy/stories and were also focused on maximizing deliveries with the numerous local sporting events and holidays to drive up their online sales initiatives.

Consecutively, ASM's sales team designed a 2-month customer service and sales training program that was then executed at every restaurant and accompanied by ASM's sales specialists. This program's goal was focused on increasing customer service and thus the average sales transaction by 10-20%; this became part of a new policy and procedure that the Mister Lee Country Operations Manager rolled out to ensure compliance.

This program was accompanied by a "secret shopper" brand ambassador program (which measured the service and sales program at every location nation-wide) and rewarded the correct execution of the program. The ASM brand ambassador team was part of the initiatives deployed at restaurant locations which focused on visiting each restaurants to support sales by offer samplings of the menu, engaging with customers through fun games (offering prizes and coupons), offering customer service support during peak hours as well as to capture consumer engagement photos and testimonials to be shared on the social media platforms.

## Conclusion

In 2010, the social media channels had an organic growth of 10,000 followers during the first 3 months of launch and maintained an average monthly engagement percentage increase of +200.

Based on some of the social monitoring and sentiment platform analysis reports, it was insightful for Mister Lee restaurants that their loyal customers longed for a dish offering with more protein and variety, the company launched new dishes called "fusion dishes" that offered variety and featured 6 dish versions of two protein packed client favorites, at competitive prices. These dishes were an instant hit. These social media management platforms reporting helped in rolling out other operational and sales strategies based on metrics, sentiment and deep analysis, blogs, news and social media chatter.

Additionally, the customer service and sales program namely “Dynamite Sales & Service” provided an average sales transaction increase of 25% and the favorable client sentiment measured was that of happy and helpful staff members at every restaurant, and delicious new mixed food options in one dish.

Staff motivation also increased, as ASM coordinated monthly sales meetings to not only align the teams, award certificates, but also to offer well-earned monetary bonuses for staff complying and exceeding their sales and service goals.

The partnership with ASM continued for 3 years (2010-2013) until the client absorbed these strategies internally with their own digital strategy team.

## Photos



(Photo Above) At the flagship Mister Lee restaurant during one of the 2012 monthly customer service and sales meetings. Awarded Restaurant Manager Edwin Pacheco (center) an outstanding service & sales certificate for consecutively meeting sales & service goals for a full quarter.



(Photo above) Colombia Operations Manager Carlos Betacurt (left) Awarding a quarterly performance Certificate and bonus to manager Mr. Edwin Pacheco (center) in 2012.

Beta Marketing Video created by Amigo Social media to launch the 25<sup>th</sup> Mister Lee Anniversary -

Follow here: [25<sup>th</sup> Anniversary Mister Lee Video](#)