

Having discussed the objectives, the first thing was to design the interview questions. Armed with that, professionals from Alexander Babbage went out into the field. Over the course of four days they conducted over 50 hours worth of interviews in 10 different Moe's restaurants generating over 600 pages of transcripts.



The task then for Alexander Babbage was to digest the information, learn lessons, and present comprehensive, intelligible findings back to the executives at Moe's Southwest Grill. This was done just four weeks after the project had been first put in motion.

Matt Andrew, President at Moe's Southwest Grill, on results received from Alexander Babbage:

"...it helped by pinpointing exact details that our consumers value. It has made us rethink a number of things and given us confidence in our decision making."

The Result

Alexander Babbage delivered a comprehensive report covering a wide-range of brand-related issues bringing out several issues and pointing the way towards positive actions.

One of the main messages from Moe's consumers was that they "got it." They got what the whole Moe's experience was about. They were in on the joke, and they liked it. This came through in descriptions of Moe himself as an average, everyday guy, laid back and with a sense of humor: *"Knows his restaurant and loves what he does."*

Blue Sky Agency, Moe's advertising agency of record, took this information together with other research conducted by Alexander Babbage to develop the Moe's brand positioning. This brand positioning translated into descriptions of the restaurant as friendly, relaxed, fresh, and efficient. And, people liked the food, considering it to be fresh, healthy and a good value for the money: *"Quick service. And we like how they assemble the burrito in front of you - or any of their food. It's made-to-order. You can see what they are doing. It's always fresh. It's a very friendly atmosphere."*

Together with the other studies conducted by Alexander Babbage, the information and lessons have fed into the strategic thinking for Moe's in the coming year and beyond. Much of the information and the consequential actions remain confidential, but it would seem that the primary objective, to provide Moe's with a firm foundation for future growth, has been achieved.

"Much of what Alexander Babbage provided confirmed that we had already got many things right, but it helped by pinpointing exact details that our consumers value," explains Andrew. "It has made us rethink a number of things and given us confidence in our decision making."