



flunch

RESTAURANT

Critizr. for Business

Case study

Thanks to Critizr, our customers are now able to communicate directly with our restaurant managers.

Flunch has chosen Critizr to help us listen earnestly to what our customers have to say.

Business sector :

Self-service restaurants

Client of Critizr for Business since :
2015

« Y'a que chez Flunch qu'on peut Fluncher »

Flunch opened its first restaurant in 1971 in Englos, a French city in the North. 45 years later, the self-service restaurant chain now serves close to **55 million visitors each year** at their many locations throughout France and Italy. Flunch is owned by the Agapes Restauration group, the 3rd largest entity in the French commercial foodservice market.

98%
RESPONSE RATE

250
RESTAURANTS IN
FRANCE

29H
AVERAGE
PROCESSING TIME

Critizr. for Business

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Before Critizr, we didn't really listen to our customers. For a long time, we'd use a "mystery client" system to evaluate how procedures and rules were carried out in our restaurants, but it was more a method of supervision; not really customer feedback.

Nowadays, Critizr allows us to connect our teams and our customers to engage in real, constructive dialogue. Our customers place more trust in our brand now that our restaurant managers use the Critizr interface to respond directly to their comments. Response rate to customer comments is 98%, often reaching 100% within 24 hours of receiving the comment.

With a great majority of customer feedback coming in positive, Critizr is also a great tool to boost the confidence of our teams.



Olivier Descamps
General Manager

CRITIZR SOLUTIONS ADOPTED BY FLUNCH :



COLLECTION



PROCESSING



ENHANCEMENT

WHY Critizr. ?

A simple solution that adapts to the rest of the customer feedback ecosystem

Facilitates customer restaurant speech as a trustworthy third-party

Secure authentication of each **customer comment**

Strong internal value-creation & confidence building for our teams