

TITLE OF THE CASE STUDY: PERSONAL RELATIONSHIPS

Name of the organisation: ReComiendo and Matraca

Country and sector of the organisation: Spain. Restaurants

Type of organisation:

- Business company
- Public organization
- Private organization
- NGO
- Other:

Size of the organisation:

- small
- medium
- large

Brief description of the organisation:

ReComiendo is considered to be one of the 10 best restaurants in Spain and the one that offers the best value for money, as well as being the best that does not yet have a Michelin star. In recent months it has also expanded its business with the opening of the Matraca bistro, which offers a more casual version of haute cuisine dishes. This makes it one of the rare exceptions of a catering business (the most affected in Spain by the Covid 19 crisis) that has grown and spread, becoming a reference in the sector in the protection of its employees and in the conception of the business as a link of happiness between the premises and its customers.

Short description of the case study (500 characters)

The spirit of ReComiendo (and in the last months of its younger brother, Matraca) is driven by the creativity of its chef and CEO, Periko Ortega. Since opening five years ago, Ortega found a leitmotif that served as a distinctive sign of her restaurant: the power. With this motto, he aims to establish a link with his customers, recalling childhood memories through his dishes and provoking a multi-sensorial experience among diners to transmit happiness through the kitchen. This "power" can also be extended to the restaurant staff, who are aware that it is essential to transmit the good feelings that

can be felt inside the room to the customer so that he or she can have the most pleasant experience possible.

Key words: Customer experience, memories, emotions, expectations

BEST PRACTICE PROFILE

DETAILED DESCRIPTION

Flavours that transmit memories, childhood memories. A walk through Cordoba with the look of when we were children through Haute Cuisine elaborations. Power: a feeling, the search for excellence, it's impatience, it's non-conformity, it's never enough, it's always wanting more, it's wanting to make others happy, it's enjoying what I do, it's wanting to share. All this and much more is the experience that Chef Periko Ortega offers through his ReComiendo Restaurant opened in 2014.

In Periko's words: "The only thing we want is to come to work smiling and finish work smiling because we like what we do. It's very cool to work in what you like. I would like that and many other things, but it is not my objective, nor it is my goal. My goal is to be happy cooking, to make the customer and ourselves enjoy it. When people come to ReComiendo they notice that many of us enjoy doing this, and I think this is perceived. All the recognition we have received and will receive in the future will be a consequence of this"

For Periko eating and drinking is an experience like immersing yourself in a novel, travelling, remembering that kiss, that first drink, writing a poem, lingering in a park.

On entering the world of ReComiendo Power, diners are taken on a journey in which the senses must be alert: smells, textures, colours and flavours. All of this is accompanied by a striking aesthetic, a dedicated staff and a friendly chef who will delight diners.

When the waiter greets the diner, surprise! Their attire is ... different. Periko Ortega plays, not only with flavours and textures, but also with the clothing of the staff. A mixture of Matrix, Lord of the Rings and a Chinese military uniform are used to give free rein to creativity: black uniform with a flounce, high black boots, wide soles.

The service is decisive, attentive and friendly. It is informal and friendly. Didactic. Each table is served by several waiters. They are all attentive to the diner's needs, and explain each dish in detail. Chef Periko Ortega also participates in this service to the diner. He tries to make the diner enjoy his dishes, and he lives through them what he imagined when he was preparing them.

For Periko the customer, the real protagonist and the only meaning of those of us who work with people. "I am always clear about who I cook for. It's not for my boss, but for the man or woman who sits here", said the chef in the interview, making it clear where the focus of someone who works for others has to be.

What he does every day is a unique, personal and subjective experience for the customer, which is why the chef and all his team understand that they have to give their best in every dish, in every little detail, because for many of his diners there will be no tomorrow, a new service in which to compare and to be able to improve what went wrong.

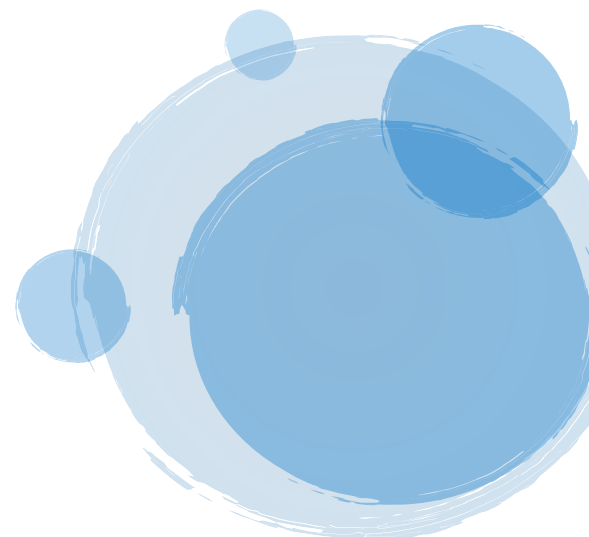
"I cook for these people and what I want is to make them happy, not complicate their lives. If we put the chef's ego before the customer's, we are lost", Ortega said in the interview, perhaps unravelling the essence of his success, because it doesn't matter how many times he has made the same dish or how many times he has had to explain it in the dining room. It is not a question of putting an end to creativity and the capacity to innovate and improve a product, but of assuming that the protagonist is in front of him and respecting his personal experience. When the focus is on the other person, on making them happy, on making them feel important and making the experience even greater than expected, the first step has already been taken.

"I'm concerned that the people who come here have a good experience and that they leave happy", Periko pointed out, knowing that memories and emotions are built on multisensory perceptions, where taste must necessarily be joined by sounds, colours, smells, presentations... People don't come back to ReComiendo just because the food is good, but because it generates an emosensory experience that turns those two hours into a permanent memory, a link with a moment of pleasure and enjoyment, a desire to repeat it.

With the hospitality sector suffocated by the various restrictions resulting from the coronavirus pandemic, while hundreds of businesses throughout Spain, and also in Cordoba, were forced to close their doors with no certainty of being able to reopen them, chef Periko Ortega recovered the dream of opening his new bar Matraca Bistró. A new restaurant concept, but along the same lines as ReComiendo, appealing to nostalgia and recovering the flavours of old dishes that he served in his restaurant ReComiendo.

Recently, the Cordoban chef has given another twist to the gastronomic experience of his restaurant ReComiendo and has launched the strategy Tú tienes el power, so that everyone in Cordoba can enjoy the recipes of his restaurant ReComiendo without having to leave home. The idea is that anyone who requests it will receive four boxes at home with the ingredients to make the proposed recipe.

"Our society has been suffering from the pandemic for months now, with the consequent economic blow. Cruel for the vast majority of people, and merciless for the hospitality sector in particular. However, there is no doubt in my mind that what my colleagues and I miss most is the one-to-one relationship, making everyone who enters my house feel at home. In short, transmitting our particular love for cooking", explained the chef.



RATIONALE

There is no doubt that building relationships with his customers and keeping them strong is essential for Periko. To this end, the chef has strived from the outset to ensure that his diners enjoy the Power experience.

For Periko, communication is an essential way of building relationships with his customers. Every day he leaves the kitchen and goes from table to table explaining the different dishes on the menu to his guests. What it is made of, how to eat it, how to enjoy it, how to mix flavours and textures... He gives each customer his moment, his space and his time, no matter how many times he has to repeat the same thing every day, every service. As Periko explained: "I go out into the room for several reasons. The first is that by doing so I am also exposing myself completely. Imagine how confident I have to be to go out to the table on every dish, explain what it is and give the recipe to people. You might not like a dish. I don't notice it. That's a continuous humbling bath for me. And you have to deal with it. We cook dishes and there are people who don't eat it and say: "Fuck me, what's wrong with this". And you go to the kitchen and you taste it and you say: "It's fine. It's the way you want it". Well, nothing, you've made dishes that haven't worked and we've modified them. I haven't put myself in my place like: "This dish is fucking great and I'll keep it because this is my restaurant". No. It's not my restaurant. It's the restaurant of that lady and that gentleman who come and let me do my passion. They come to enjoy an experience, they buy that experience, and thanks to that I can work, I can pay people, and so on. And that daily bath of humility..."

He has even made an effort to teach his employees to maintain the same standard when communicating. For his team, each customer is the real protagonist and therefore all must be treated equally.

On the other hand, Periko Ortega exceeds customer expectations by going above and beyond of what they expect from him. He is continually raising the bar on what his restaurants offer. Moreover, the best customer experiences are achieved when an emotional connection is created with them. Customers become loyal because they are emotionally attached and remember how they feel when they try his product. A company that optimises emotional connection outperforms its competitors by 85% in sales growth.

For this reason, everything is carefully studied from the moment the customer walks in the door. Ortega and his employees make their customers feel important and appreciated by anticipating their needs, offering advice to make the experience even better.

Finally, Periko invites customers to give feedback on each of his dishes to show that he listens to them. Customer feedback helps him to know the specific needs of his customers so that he can better meet their needs.

GOALS

Periko Ortega's main goal is to achieve a unique customer experience for each of its clients from the first contact until they become a happy and loyal customer.

Customer experience is an integral part of customer relationship management and the reason why it is important is that a customer who has a positive experience with a company is more likely to become a repeat and loyal customer. There's no doubt that a customer who is happy and satisfied with the service they received, who has received personalized treatment that is adapted to their needs, is a customer with better purchasing options than one who feels ignored or who had an unpleasant experience.

You can also increase your profitability, as you can charge a higher price than the competition for a high-quality service or product without the risk of losing the customer because the customer will value the overall experience and not just the price.

In light of the previous comments about consumers tending to trust the experience of other consumers more than the image the brand conveys, the prosumers are powerful voices and spokespersons; they are the ultimate appeal to authority, allowing you to reach other customers who will choose your services or products.

This is a consequence of the last point. Is there a better marketing campaign than your own satisfied customers? Thanks to their ability to influence and social media presence, new customers will learn about how good your services are. Moreover, a satisfactory customer experience minimizes customers' complaints and the time required to manage it.

To conclude, a better user experience leads to satisfied customers, which reduces the chance of having to deal with angry customers and all the exhaustion and pressure that entails for the worker. Having this common goal increases your employees' identification with his brand and its goals.

IMPACT

To make his customers happy, he has made their experience unique and memorable for them, which is only the first, but essential, step in creating a customer experience that impacts on his business as a whole. His first restaurant ReComiendo, which in 2019 was listed as the sixth best restaurant in Spain according to TripAdvisor, was conceived from the outset as a restaurant with which he seeks to democratise haute cuisine to make it accessible to all types of public, distancing it from the elitism that is presupposed for it.

Periko has realised that customer satisfaction is a critical factor in customer loyalty and retention. This has led him to develop innovative ways to offer customers a memorable experience to foster greater customer loyalty.

One of the main benefits of customer experience strategy is that it aligns everyone into a collective approach to service delivery increasing brand value. This has made it a differentiated value proposition compared to its competitors. On the other hand, its effort to know and listen to its customers at first hand makes it possible to bring the company and its customers closer together.

Another benefit of a developing & implementing a CX strategy is that the unique experience will inspire customers to share their stories. Word-of-mouth experience sharing, is a powerful and cost-effective strategy to acquire new business. Good reviews and positive experiences are great referral tools.

LESSONS LEARNED

Lessons learned from improving the customer experience can be summarised as follows:

1. Generate Repeat Business

In business, getting people in the door is a key to success. But an even bigger challenge you'll face is to keep customers coming back. A buyer who makes one purchase is likely an impulse buy or a buy from need. Buyers who make repeat purchases are customers you can serve for years to come. That's why you can't discount the benefits of good customer service. Great service makes your customers feel that you care about developing a long-term relationship that means more than just making a sale.

2. Enhance Business Reputation

Boosting your company's reputation is another of the advantages of good customer service. Customers often talk about their experience when dealing with businesses, especially if it's unusually good or poor. By delivering strong customer service, you're making use of the effective marketing tool known as word-of-mouth advertising. Customers will be happy to tell their friends and relatives about how well your business has taken care of them, resulting in additional advertising at no cost to you.

3. Combat Higher Prices

One of the hidden benefits of good customer care is that by providing excellent customer service, you can offset the effect of your higher prices by offering a better customer experience. When your company has earned the reputation of providing high-end customer service, it gives you the leeway to charge more for your products and services because your buyers will pay a premium to feel valued and wanted.

4. Provide Competitive Advantage

What separates you from the competition? Sure, you may offer slightly different products or services but unless you have an astounding unique selling proposition, you need to take advantage of the benefits of good customer care. In a time where customers often complain about the lack of service or the feeling that they mean little to a business, providing excellent customer service can set you apart from your competitors. By emphasizing customer service in your marketing strategy and then backing it up, you'll set yourself apart from companies that don't deliver on their promises, creating a sense of uniqueness about your business.

5. Improve Employee Morale

The benefits of good customer care can also impact the kind of work environment you create at your company. When your employees see that you emphasize customer service and all that goes into it, which includes respect for others, kindness, and going the extra mile, they will feel more connected to the values and principles on which your company is founded. This can lead to a more pleasant environment and make employees feel good about what they do.

New experience to have fun cooking at home
box

Ingredients of the previous



Dessert: Goose game

REFERENCES

https://www.eldiadicordoba.es/cordoba/periko-ortega-recomiendo-a-domicilio_0_1530747241.html

https://www.eldiadicordoba.es/cordoba/chef-periko-ortega-recomiendo-menu-mezquita_0_1521148042.html

<https://www.recomiendopower.com/recomiendo/>

https://www.eldiadicordoba.es/cordoba/trabajamos-conseguir-estrella-Michelin-clientes_0_1131487081.html

https://cordopolis.eldiario.es/cordoba-hoy/comer-beber-espacio-tiempo_1_7147114.html

https://cordopolis.eldiario.es/blogopolis/tiempos-liquidos/periko-forever_1_7156476.html

<https://www.ifoodie.es/restaurante-recomiendo-periko-cordoba/>

<https://garfinkleexecutivecoaching.com/articles/build-positive-work-relationships/building-positive-relationships-at-work>

<https://www.superoffice.com/blog/customer-experience-strategy/>

<https://www.qmatic.com/blog/the-benefits-of-improving-customer-experience-in-your-business>

<https://www.lavozdecordoba.es/actualidad/2020/07/26/periko-ortega-chef-la-gente-no-quiere-una-nueva-normalidad-sino-volver-a-la-que-teniamos-antes/>

<http://consumerlab.co.za/the-six-benefits-of-customer-experience-strategy/>

<https://smallbusiness.chron.com/benefits-delivering-excellent-customer-service-2086.html>