

# MR MIKES focuses on customer satisfaction by partnering with Chatmeter



**46 Locations**

It all started in 1960 when brothers Bob and Nick Constabaris set out to create a casual place to grab a great steak without the stuffy dining room and high prices typical of traditional steakhouses. Today, MR MIKES® is known as “the casualist place ever” and loved for its irreverent, welcoming, unpretentious atmosphere. With 46 franchise locations across Canada, the restaurant provides both a dining room and bar side, so that diners get a “pick your own adventure” experience.

It’s no surprise that this type of dining resonates with customers, but as the chain grew, so did the need to quickly and effectively manage all its online listings and stay on top of responding to the high volume of customer reviews across all locations.

As MR MIKES expanded, there was an increasing need to manage their online reputation. As a multi-location brand, MR MIKES was able to optimize. leadership and franchisees knew they needed a better, faster, and more efficient way of maintaining a superior customer journey from online to in-restaurant.

**According to Modern Restaurant Management, an increase of just one star can give a business an approximate 5-9% increase in revenue.**

The search began for an all-in-one technology solution that would make managing MR MIKES’ reputation a breeze while still providing an authentic, on-brand customer experience. MR MIKES discovered Chatmeter and was impressed with the range of solutions the platform offered – all from a single dashboard. Their online presence while driving real-time impact through relevant insights gleaned from critical CX moments that matter. MR MIKES and Chatmeter embarked on a partnership to help the restaurant’s management team take their CX to the next level.

**“Implementing Chatmeter went so smoothly, and due to the user-friendly experience, the platform was easy to roll out to our teams across all of our locations.”**

—Darian Newstead, Senior Marketing Manager at MR MIKES



**Key Challenge**

Keeping their customers delighted during rapid expansion

**Chatmeter Products Used**

- Listings Management
- Reputation Management
- Social Media Management

**96%** listing accuracy

**76%** review response rate

**84%+** of all Mr Mikes’ reviews are positive



## MR MIKES

Today, Chatmeter not only allows MR MIKES to efficiently manage all online listings, social media posts, and review responses, but also provides the team with the power to gauge customer sentiment, ensuring that their patrons get the authentic MR MIKES experience at every step of the customer journey.

**94% of customers say they're more likely to purchase from a company again after a positive customer service experience.**

As the chain expanded into Eastern Canada, MR MIKES stayed on top of delivering a consistent and responsive customer experience. Chatmeter brand intelligence platform has helped the business to gain insights on trends that the franchise teams were seeing within reviews, positive and negative alike. MR MIKES' team became empowered to take steps to resolve customer issues in real-time. The brand has also taken advantage of the in-depth analysis features within the tool, allowing them to evaluate response times and help their support team get back to customers faster than ever.

MR MIKES' teams across Canada have found the partnership with Chatmeter to be invaluable. The ease of logging into a single platform to see all reviews across locations, and responding to them fast, has been a game changer.

The partnership between MR MIKES and Chatmeter proves that when two agile, customer focused organizations join forces — great things happen! MR MIKES is now set to look forward to growing their customer connections online and at the table with ease, authenticity, and access to the kind of insights that drive CX success.

### Experience the Chatmeter difference!

Discover Chatmeter's latest integration with AI for review response and social media. [▶](#)

**76%** Local Brand  
Visibility (LVB) score

**“Reviews will continually be a crucial part of our business and play an important role in whether we attract new guests or not.”**

—Darian Newstead, Senior Marketing Manager at MR MIKES

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**“It is vital to our business that we stay up-to-date on customer reviews and respond quickly, whether they are positive or negative, to show we are engaged and that our guests are looked after, even when they are not physically in our restaurant.”**

—Darian Newstead, Senior Marketing Manager at MR MIKES

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