

How Clean Juice[®] Used GatherUp to Grow their Franchise to Over 130 Locations in Less than 7 Years

Clean Juice is the first and only USDA-certified organic juice and food bar franchise. Landon and Kat Eckles started Clean Juice in 2016 as a faith-based American restaurant franchise that serves organic smoothies, juices, acai bowls, wraps, salads, and sandwiches.

Clean Juice's vision is to be the world's most plentiful juice bar while maintaining that local juice bar feel. Their goal is to have 1000 locations by 2033. To achieve such an impressive feat Clean Juice had to leverage guest feedback. In fact, one of their core values is centered around feedback (Core Value #4: Invite Feedback. Rely on Open and Honest Communication).

When it comes to new franchises, guest reviews are an extremely valuable form of feedback that can lead to operational improvement, product innovation, and enhanced training. Using GatherUp, they were able to analyze reviews for important insights that helped them not only increase franchise visibility, but become more customer-centric, and ultimately grow their business.



The Challenge

The first days of a franchise opening are critical. Reviews can play an integral part in getting brand recognition in a business's early days. As Clean Juice grew, they struggled to create an efficient process for generating reviews across franchise locations. Franchise Partners are busy people. They're already tasked with supply chain management, staffing, and marketing to the community – so creating an online presence is seen as an additional burden.

In 2019, Clean Juice decided to look for a solution that would help them generate customer feedback and insights while driving reviews – an especially important strategy for a growing franchise. But any solution they found would need to be able to scale.

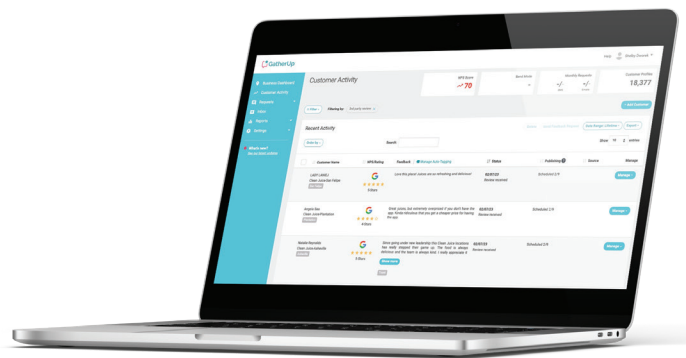
By this point Clean Juice had roughly 100 locations and counting. Any insights that would be used to make changes or improvements needed to be backed by sound data. However, many reputation management solutions don't provide the reporting necessary to understand key themes and glean insights across hundreds of locations regionally – and collectively.

Getting
10-15
reviews upon
launching is crucial in
improving a new
location's local
search ranking.¹

The Solution

Clean Juice found GatherUp as an easy way to generate reviews and gain insight from those reviews. Specifically, Clean Juice chose to partner with GatherUp because it:

- ▶ Integrated with Clean Juice's existing point-of-sale (POS) and loyalty programs to automate review requests
- ▶ Assessed sentiment and specific mentions within reviews for deeper insights
- ▶ Provided a total and segmented view of reviews for insights across individual locations and the brand
- ▶ Had an industry-leading reputation for review management, and the customer service to back it up
- ▶ Included Social Sharing that allows Franchise Partners to spread the positive feedback they receive in just a few clicks



¹ Are The Number of Google Reviews Hurting Your Business Local Ranking? Sterling Sky. 2022. Joy Hawkins

The Results

New Franchise Partners got an easy and fast way to generate reviews

Clean Juice's Franchise Partners utilize Toast, a restaurant POS software for ordering. Toast also logs customer information by way of Lunchbox – a loyalty app software. By integrating Toast with GatherUp, Clean Juice's customer information was seamlessly added to the GatherUp platform where feedback and review requests are sent automatically.

An integration with Toast created a seamless transition for Franchise Partners to request reviews. And it saved them time from manually uploading customers or having to remember to ask them to leave a review. With GatherUp, new Clean Juice Franchise Partners can quickly build their online reputation.



“*Getting reviews in the first 90 days is critical, GatherUp's integrations with Toast and Lunchbox help us automatically request feedback from guests and build our first and third-party reviews quickly, helping our new stores launch successfully.*”

“*We don't need our Franchise Partners going to a million places to respond to reviews. They already have enough systems to deal with. GatherUp makes it easy to manage them all in one place.*”

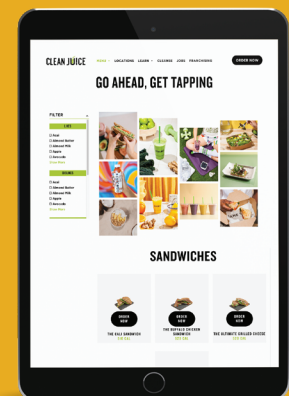
SHELBY DWOREK

Clean Juice Marketing Systems Manager



Clean Juice gained insight from their reviews to make specific improvements to the business

While they were looking for a solution to help them generate reviews across their locations, Clean Juice also found that GatherUp was able to help them gain insight into their menu items. Guests openly share how they feel about specific aspects of a business in their reviews. As a result, GatherUp's Insights Report and tagging allow companies to segment reviews based on any number of things.

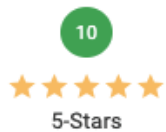


Using GatherUp's tagging feature, Clean Juice was able to quickly assess how the franchise was doing as a whole and across individual locations for specific mentions. For example, they could use their customer feedback and reviews to drive what menu items stay, go, or need changing.

“We are tracking “Wrap / Sandwich” sentiment as fuel for piloting new ovens and better food options. We are tracking a “Cold-Pressed Juice” tag to monitor guest sentiment since the launch of our new Cold-Pressed Juices. We also track and monitor our limited-time offerings, such as Peanut Butter, using the tagging feature.”



SHELBY DWOREK
Clean Juice Marketing Systems Manager



Everything was perfect - I ordered the new peanutbutter smoothie by app, and it was ready when I arrived, delicious and thick!

Peanut Butter Smoothie

Insights Gained

Clean juice learned customers scored their wraps and sandwiches much lower than other menu items.

Wrap and sandwich purchasers scored Clean Juice:

21
POINTS

Lower on their Net Promoter Score (NPS)



Lower average review rating on third-party review sites

“

When it came to wraps and sandwiches we saw a poor score in comparison to other menu items, so we are taking steps to fix it.



SHELBY DWOREK
Clean Juice Marketing Systems Manager

Conclusion

Clean Juice partnered with GatherUp in 2019 when they had roughly 100 locations. For years now they've used GatherUp to gather customer feedback and gain the insights needed to grow. Today, they're looking at 200 locations by next year

GatherUp provides insights that help Clean Juice create a better franchise experience for their guests and Franchise Partners. They can now quickly generate reviews to enhance the visibility of new franchises. And they can analyze feedback to understand menu item performance to continually innovate on their fresh food and beverage offerings. With GatherUp, Clean Juice can quickly adapt and make improvements to their guest's experience.

It's safe to say that Clean Juice is well on their way to achieving 1,000 locations by the end of 2033.



About GatherUp

GatherUp is one platform for local businesses to gather, listen to, and share customer feedback – from reviews to surveys to NPS scores and more. We integrate with top CRM, POS, and customer contact software to make gathering feedback before and after purchase personalized and automated. Once you gather feedback, you can filter, tag, sort, segment, and synthesize results for clear reporting and insights. And our platform focuses on getting you first-party reviews and data so you're able to market and share feedback compliantly. With GatherUp your customer feedback results in actionable insights that create a great customer experience.



gatherup.com

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