



Panera Bread

Social Media Monitoring Project

Kassandra Vok

Kathy Drury

Emily Givens

Kirsten Calandra

Purpose

Panera Bread is a cafe-bakery that strives to use the best and simplest ingredients to ensure the highest quality foods. With over 1,420 locations in 40 states and Canada, there is mixed opinion about the quality of food, service and atmosphere this company provides.

We are conducting this study for Panera Bread, to provide feedback on the multitude of discussion generated daily about this organization. This feedback is important in predicting current trends in consumer behavior in Panera's target groups. This report can also assist in making decisions on future product lines and customer service practices.



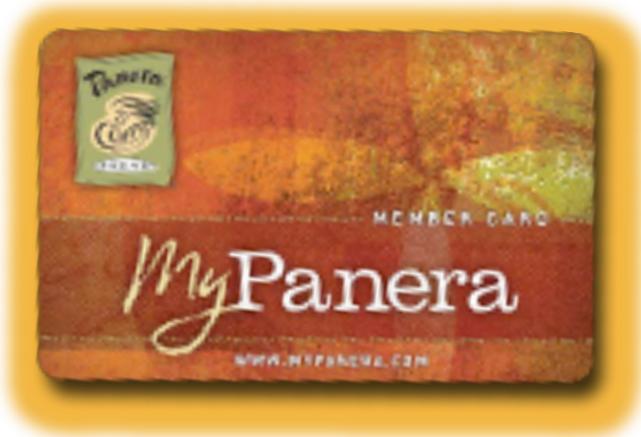
Methodology

Many websites were visited to gather our research including Twitter, Facebook, Google Alerts, Youtube, blogspot, and other blogging forums. We also visited some sites that resulted in little to no feedback or posts. To produce source statistics we used web information sites like technorati.com and alexa.com. By monitoring these social networking and media related sites we were able to produce lots of information linking to Panera's customer service, quality of food and brand recognition. The website addictomatic.com was extremely helpful for acquiring up-to-date posts from all the websites previously mentioned and proved to be very helpful in accessing more research information.

Our research time frame began when the assignment was first assigned on the 31 of January and continued up until February 13. Credibility for the websites were determined in a number of ways, for example, Google Alerts is well known for having data from extremely influential bloggers. This makes Google Alerts a credible source to use because even though the information may be opinion based it is reaching a wide audience and having a large effect on at least some sample of the population.

Results

The research conducted on Panera Bread showed that most customers are satisfied with the brand, and often speak positively about it on the various social media platforms such as Twitter, Facebook, Youtube, and blogs. Our method of research was gathering and monitoring these posts by consumers on these social media websites. There were few instances where a customer was unhappy with Panera, but it did occur.



Many Panera customers are very satisfied with the product quality. For example, customers love the various sandwiches at the bakery-cafe. However, "Watch Me Eat," a popular blog about eating interesting food in Central Florida "and beyond," featured a more negative entry about the sandwiches. The author is never revealed, but the blog said, "Soup was good, but the sandwich was a bit skimpy on the other toppings besides turkey (especially if you do an image search for the sandwich and compare)," referring to the Sierra Turkey Sandwich that was purchased. More frequently, though, the opinions of the sandwiches from customers were positive. Michele, the author of the blog called "Imperfectly Wonderful World," said that her "little guys" love the bread that the turkey sandwich comes on.

The topic of customer service at Panera had very positive feedback. There were many blogs and Twitter posts referring to the excellent customer care. For instance, consumers were happy about employees getting to know frequent customers. A few customers, though, reported a very different experience. Some were upset with Panera for running out of their favorite meal or only serving a certain meal on a specific day. Kristi Gustafson blogged about when she received poor customer service from Panera on her blog "On the Edge". The blog post focuses on a Twitter conversation she had with a Panera representative after she tweeted about her bad service. The conversation offended Gustafson enough to blog about it on her very popular blog, and is a great example of bad public relations.

One new aspect of Panera that particularly enhances the customer service satisfaction is the MyPanera Card. The implementation of the new MyPanera Card has proven to be extremely successful. Customers are pleased with Panera's effort to reward customers that frequently visit their establishment and in return, they are commenting on several monitored channels that this initiative makes them want to visit Panera more. One tweet by TheFatum, or Stephanie Fatum, said, "I love My Panera card!" Her post also included a picture of a free pastry she earned with her rewards. Another tweet gave positive feedback about the free latte reward from the card. In all, the MyPanera Card is a great aspect to the customer service at Panera, and it has received very positive feedback.

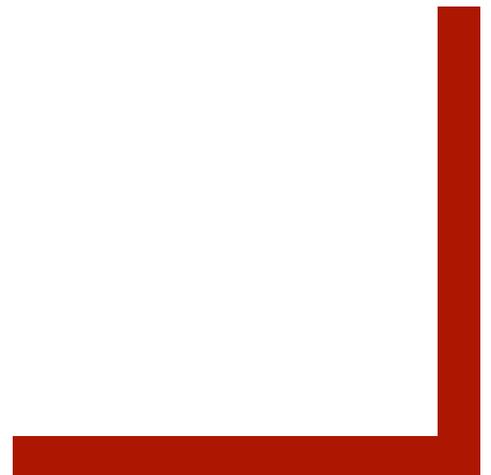
In all, most customers love the Panera brand. The bakery-café's atmosphere definitely plays a role in the overall satisfaction of the company. One blogger posted pictures of the paintings in Panera that she was inspired by, and others commented about how they enjoy the paintings in Panera too. Customers enjoy sitting in Panera and socializing with friends. There was a Youtube video that was found in the research that was posted by two girls enjoying the social atmosphere of Panera. However, occasionally, there was negative feedback regarding the place being too crowded or customers being too noisy. For the most part, though, customers enjoy the atmosphere at Panera.

In conclusion, the research conducted on Panera showed that most customers are happy with the brand. Many customers' tweet and post comments daily about their satisfaction with Panera and their experiences. At times, however, there were posts about negative feelings toward Panera. The company needs to be aware of these posts and reach out to these upset customers to ensure that the company stays successful.

Conclusion

After finishing a two-week long social media monitoring research project, we have concluded that Panera Bread customers seem to be very satisfied with product quality, customer service, and the bakery-café's atmosphere. However, during this research process we did find that there were seldom occurrences when customers were unsatisfied with the customer service and not pleased with the food they paid for.

Our suggestions to change any negative feedback Panera is receiving is: first, to reach out more to the community and be more involved in the social media aspect of the company, also to be more aware of what people are saying about their food and respond in a timely manner, if possible, and lastly to improve on the customer service satisfaction possibly by focusing more on good communication with customers & co-workers. If all of this is taken into consideration, we believe the dining experience at Panera Bread will drastically improve and there will be nothing but positive social media.



DATA TABLE

SOURCE	SOURCE STATS	DATE/TIME	COMMENTS
http://ginny-letyourlightshine.blogspot.com/2011/02/coffee-and-bagel.html	From Technorati: Authority 1 Rank 104620	2/7/11 @ 10:49 PM	Blog post about the pictures hanging in the dining room of Panera that impressed a Panera customer.
http://quirkyfusion.com/2011/02/win-a-20-panera-gift-card/	From Technorati: Authority 119 Rank 39920	2/8/11 @ 10:22 PM	Blog post for followers to win a \$20 Panera Gift Card by tweeting on Twitter,
http://www.facebook.com/home.php?ref=home#!/permalink.php?story_fbid=144423168939652&id=85169964591	Facebook Group Members: 11,577	11/24/10 @ 2:20 PM	A Facebook post asking followers to post their favorite Panera sandwich,
http://www.youtube.com/watch?v=DlhGAbtmKs&feature=youtu.be	YouTube Views: 3	2/2/11 @ 6:08 PM	A youtube video involving a boy and his mom enjoying a meal at Panera Bread.
http://www.youtube.com/watch?v=Nr6ictRABs&feature=fvst	YouTube Views: 358	12/27/2010	A Youtube video about "giving" a Panera store in St. Louis to the community. The customers are only asked to give a donation.
http://imperfectlywonderfulworld.blogspot.com/2011/02/mom-whats-for-dinner.html	Blogspot Followers: 62	2/4/2011	A mother's blog about what she likes to feed her children when they go out to eat, noting Panera as a great place because of the bread to snack on and the organic yogurt squeezers. "My little guys" love the bread to snack on.
http://www.youtube.com/watch?v=XezfxOn6qXc	YouTube Views: 1,820	5/20/2009	Young Panera worker commenting on the confusion of what line to choose at Panera.
http://twitter.com/MelanieDuzij	Twitter Followers: 324	2/14/2011 @ 8:34 AM	Twitter post promoting the new loyalty program and menu items at Panera.
http://watch-me-eat.blogspot.com/2011/02/panera-bread-in-boca-raton-fl.html	From Technorati: Authority 1 Rank 104620	2/7/2011 @ 8:00 AM	This blogger goes to restaurants in the Central Florida area and posts about his experiences at them; he posted about Panera's You Pick Two.
http://blog.timesunion.com/kristi/32396/how-not-to-handle-customer-service-via-twitter/	From Technorati: Authority 1 Rank 104620	10/20/10 @ 10:45 AM	Blog post about "the cold Panini's and high caloric broccoli cheddar soup."
http://twitter.com/blakeAmasterman	Twitter Followers: 59	2/14/2011 @ 8:42 AM	Panera customer comments and takes a picture of Panera running out of bagels.

http://twitter.com/panerabread	Twitter Followers: 20, 657	2/11/2011 8:45 AM	This is Panera's Twitter page; it includes posts by Amy, the "Panera Foodie" about new things happening in the restaurant.
http://netproperties.wordpress.com/2011/02/14/panera-bread-whats-not-to-love/	Wordpress blog	2/14/11	Blog post about all the wonderful things Panera has to offer: stock growth, online catering, & drive-thru windows.
http://www.youtube.com/watch?v=jpZGGP7ZuV4&feature=youtube_gdata	Views: 28	2/12/2011	Photos in a YouTube video of Miley Cyrus going to eat at a Panera Bread in Sherman Oaks, CA.
http://moodycab.wordpress.com/2010/01/27/panera-bread-rewards-card/	Wordpress blog	1/27/2010	Blog post about the bloggers love for her My Panera Rewards Card and all the free stuff that comes with it.
http://christiancari.blogspot.com/2011/02/food-manifesto-for-future.html	From Technorati: Authority 1 Rank 104620	11/17/2010 @ 10:46 AM	Blog Post about Panera's New Mac & Cheese dish that can be combined in the You Pick Two or by itself in a Large or Small portion.
http://www.flickr.com/photos/garyeirwin/5408975490/	Flicker photo taken in Glendale, NJ on an Apple iPhone	2/1/2011	Photo of Panera's French Onion soup and a French Baguette
http://gizmodo.com/#!5456528/five-questions-with-panera-bread-imac-man	"Gizmodo-Gadget guide" public forum	1/25/2010 @ 3:40 PM	This is an interview posted to a forum with the "infamous" iMac man at his local Panera. He enjoys playing WOW and surfing the web on his unusually large Mac screen in a booth at Panera.
http://recipe-korner.blogspot.com/2011/02/panera-bread-serving-quality-food-with.html	Wordpress blog	2/11/2011 @ 6:28 PM	Blog praising Panera's bakers and recipe creators. Includes videos about the beginning of their bread and their "Tomato Story"