



Dickey's Barbecue Pit – Customer
Feedback Study

RightBid

- ▶ High Speed Web Crawling Software
- ▶ RightBid Feedback Collector – Online Customer Review Analysis for Consumer Brands, Restaurants, and Hotels
- ▶ Have Produced Custom Research for Some of the Largest Consulting and Private Equity Firms

About the Founder



Zach Blatt is the founder and owner of RightBid. He has been featured in *Business Insider*, *SeekingAlpha*, and *Internet Retailer*. He graduated in 2011 from Dartmouth College with Honors in Economics for his research paper *Price Dispersion as a Function of Market Structure in Online Retail*, which was the impetus for RightBid's founding.



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Dickey's Barbecue Pit

- ▶ Fast Casual Barbecue Themed Chain
- ▶ Based in Dallas, TX in 1941
- ▶ Over 500 locations in over 40 states
- ▶ Primarily Franchised
- ▶ Substantial Catering Business



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Report Summary

- ▶ 5,597 Dickey's Reviews Collected from TripAdvisor, Yelp!, Foursquare, and Others
- ▶ 15,725 reviews collected for Rudy's and Smokey Bones
- ▶ Collected reviews from 173 Dickey's restaurants
- ▶ Median Location Rating of 3.63
- ▶ Avg. 2015 Rating of 3.57
- ▶ Avg. Subratings: Food (3.90), Service (3.92), Value (3.62), Atmosphere (3.63)



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Reviews by Source

SOURCE	REVIEWS
FB	3
FSQUARE	1,660
GOOGL	12
TRIP	2,797
YELP	1,125
TOTAL	5,597

*Individual rating scores are not available for Foursquare reviews



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Location Ratings

- ▶ Highest Rated Locations: 5. Myrtle Beach, SC (4.28), 1. Panama City, FL (4.5), 1. Clarksville, TN (4.5), 1. Beckley, WV (4.5), 1. Richfield, UT (4.5)
- ▶ Lowest Rated Locations: 5. Richmond, VA (2.84), 4. South Lebanon, OH (2.81), 3. Oklahoma City, OK (2.74), 2. Sandy, UT (2.72), 1. Kent, WA (2.60)

*Min. 15 Reviews



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State Level Ratings

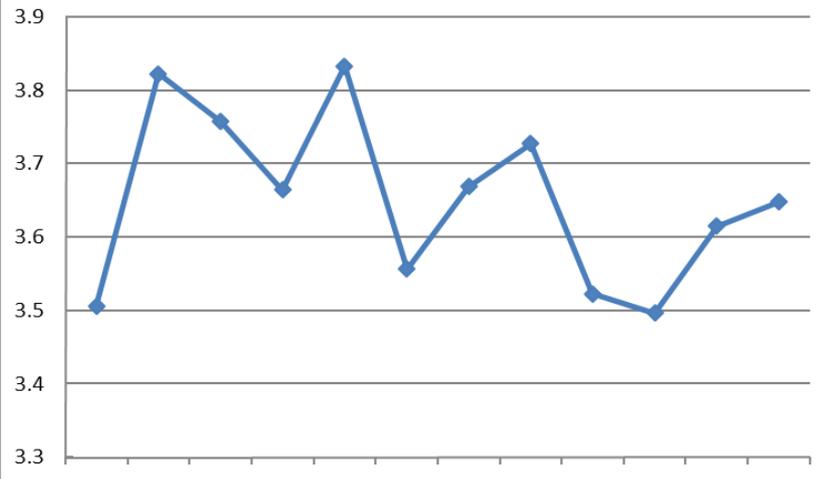
STATE	N	RATING
TX	22	3.42
CA	21	3.47
NC	9	3.70
FL	7	3.93
UT	7	3.77
PA	7	3.66
WA	7	3.09
CO	6	3.67



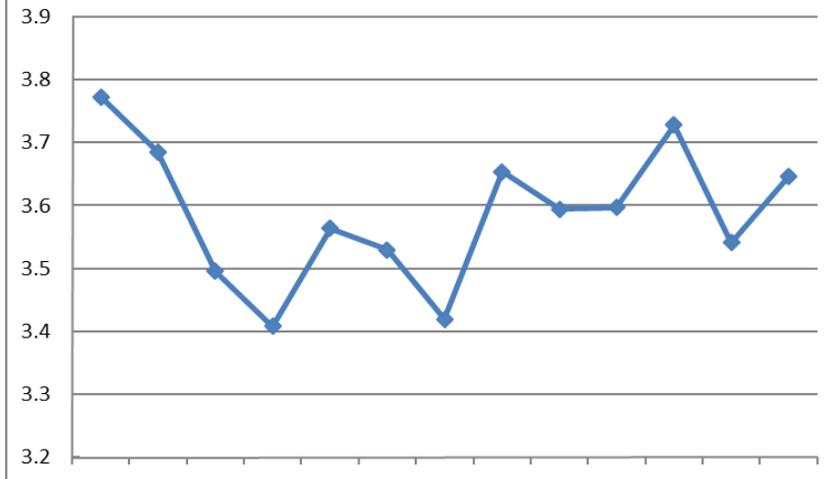
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Historical Customer Ratings

Dickey's Quarterly Customer Ratings Since 2013

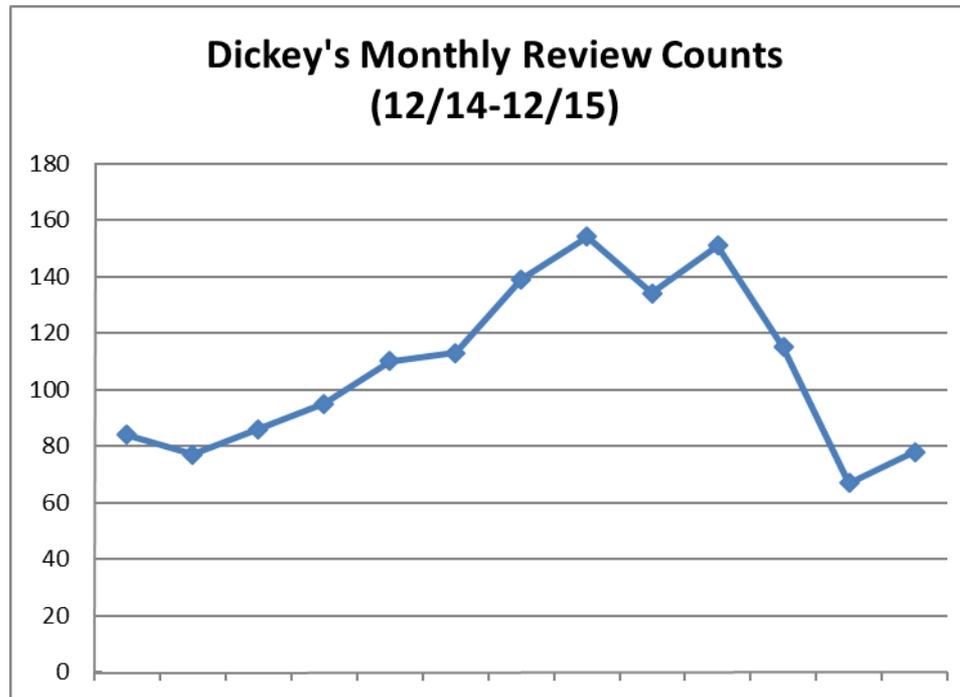


Dickey's Monthly Customer Ratings (12/14-12/15)



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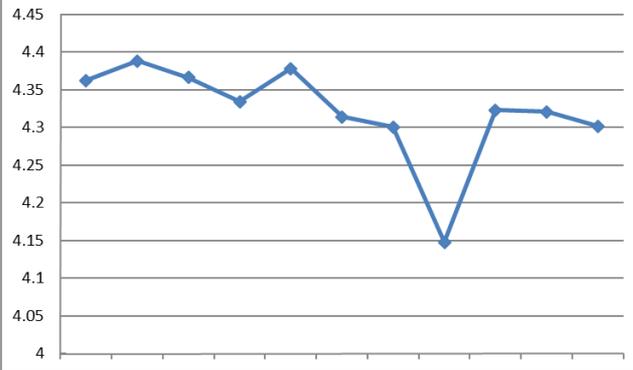
Historical Review Counts



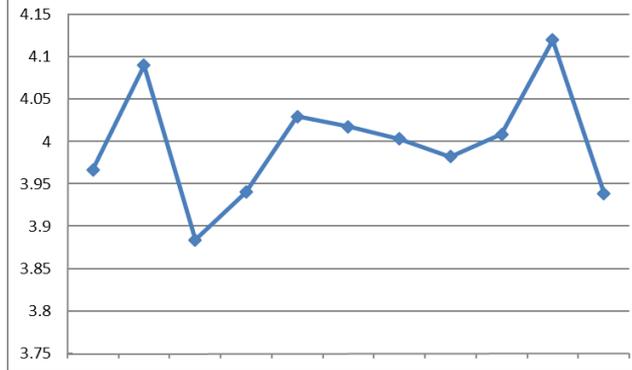
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Comparables Customer Ratings

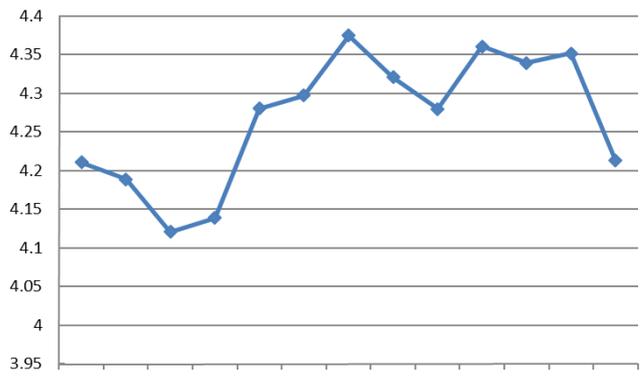
Rudy's Quarterly Customer Ratings Since 2013



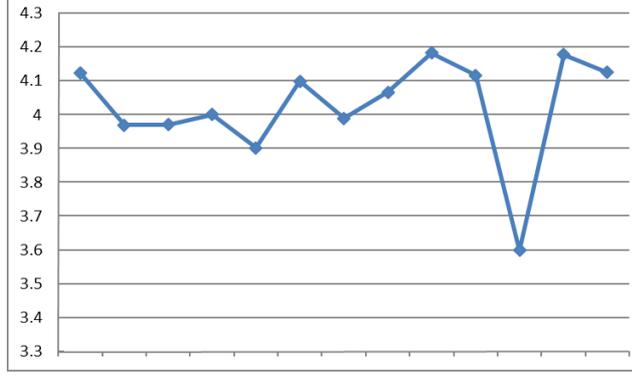
Smokey Bones' Quarterly Customer Ratings Since 2013



Rudy's Monthly Customer Ratings (12/14-12/15)



Smokey Bones' Monthly Customer Ratings (12/14-12/15)



Average Ratings

	Locations	Reviews	Reviews Per Location	Avg. Rating
DICKEYS	173	5,597	32	3.63
RUDYS	35	9,208	263	4.30
SMOKEY	12	6,517	543	4.00



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Word Counts – Dickey’s

WORD	FREQ	2015_FREQ	2014_FREQ	AVG_RT G	2015_RTG	2014_RT G	CHANG E
TOTAL	5,103	2,057	1,269	3.63	3.57	3.68	-0.11
good	36.65	43.02	41.45	3.70	3.64	3.77	-0.13
bbq	35.96	40.64	40.11	3.60	3.56	3.62	-0.07
food	33.78	39.62	37.35	3.59	3.51	3.60	-0.09
side	25.83	32.91	28.13	3.66	3.61	3.72	-0.11
great	22.83	24.45	24.51	4.19	4.16	4.20	-0.05
brisket	22.44	26.45	24.98	3.61	3.52	3.70	-0.18
pork	20.56	24.11	22.14	3.75	3.63	3.92	-0.28
pull	18.2	22.02	20.17	3.69	3.56	3.83	-0.27
sauce	17.54	19.98	19.46	3.61	3.53	3.76	-0.23
service	15.03	18.77	14.97	3.65	3.59	3.69	-0.10
pric	12.7	15.8	13.08	3.59	3.51	3.66	-0.15
rice	12.29	15.31	12.84	3.60	3.52	3.66	-0.14
friendly	11.48	15.95	11.03	4.07	4.01	4.07	-0.06
barbe	11.33	13.13	12.29	3.83	3.83	3.94	-0.11
smok	8.72	10.55	10.17	3.61	3.49	3.76	-0.27
special	8.7	10.79	9.77	3.78	3.75	3.90	-0.15
taste	7.92	9.53	9.46	3.11	2.99	3.31	-0.32
fast	6.94	8.02	7.25	3.82	3.84	3.82	0.01
beef	6.53	7.15	6.7	3.68	3.61	3.85	-0.24
locat	6.15	8.07	6.62	3.54	3.53	3.53	0.00



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Word Counts – Comparables

WORD	FREQ	RUDYS_FREQ	SMOKEY_BONES_FREQ	AVG_RTG	RUDYS_RTG	SMOKEY_BONES_RTG
TOTAL	5,103	8,799	6,059	3.63	4.30	4.00
bbq	35.96	33.5	16.47	3.60	4.29	4.06
food	33.78	30.5	39.16	3.59	4.28	4.03
side	25.83	18.64	13.25	3.66	4.25	3.97
great	22.83	27.95	28.88	4.19	4.50	4.43
brisket	22.44	32.72	4.57	3.61	4.37	3.92
pork	20.56	8.74	12.02	3.75	4.27	4.16
pull	18.2	5.52	10.93	3.69	4.27	4.14
sauce	17.54	13.99	8.75	3.61	4.24	3.98
service	15.03	12.29	26.31	3.65	4.37	4.04
pric	12.7	9.59	13.85	3.59	4.18	4.20
rice	12.29	9.35	14.46	3.60	4.18	4.19
friendly	11.48	9.09	11.09	4.07	4.48	4.37
barbe	11.33	6.18	3.5	3.83	4.26	4.09
smok	8.72	8.16	26.7	3.61	4.30	4.11
special	8.7	4.38	5.38	3.78	4.28	3.99
taste	7.92	6.19	4.95	3.11	4.04	3.57
fast	6.94	7.78	4.21	3.82	4.31	3.98
beef	6.53	4.44	1.83	3.68	4.36	3.94



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Word Counts

- ▶ Reviews using the word *pric* had a slightly below average customer rating in 2015 (3.51 compared to 3.57 overall)
- ▶ Over 20% of all reviews used the word *pork*. These reviews were moderately positive (3.75 to 3.63 overall)
- ▶ Profiles using the word *taste* had abysmal ratings (3.11 to 3.63 overall)



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Word Counts

- ▶ Comments for *pork* are more than twice as likely in Dickey's reviews (21%) versus Rudy's (9%) and Smokey Bones (12%)
- ▶ Comments using the word *fast* have a higher average rating than all Dickey's reviews, whereas these comments are in line with overall averages for Rudy's and Smokey Bones
- ▶ *Barbecue* shows up in 11.3% of Dickey's reviews versus 6.2% for Rudy's and 3.5% for Smokey Bones



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Positive Feedback

This place is my new go-to BBQ. The pulled pork is to die for and the sauces don't over power the smokey flavor. Also really enjoyed the briskett. My wife had the grilled chicken and it was not at all dry and had really good flavor. The sides were also really delicious enjoyed the potato salad and the fried okra. SOO GOOD!

I really enjoy coming to this Dickey's. The food is consistently well cooked and tasty. The employees are always courteous and willing to help with special requests. You cannot beat the price for the amount of food you get. I am so glad they are so close! We come once a week!

Loved my Westerner Sandwich and Ribs. Everything melted in my mouth. Restaurant was super clean and the staff was very friendly. I will definitely be back when I visit Raleigh again.

I'd come back for Sundays kids eat free! :) Delicious food and friendly staff. She reminded us to get some free ice cream at the end and cleared all our plates for us. I felt she went above and beyond as an employee.



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Negative Feedback

BBQ not that good. Lots of fat in the pulled pork sandwich. Staff was rude and seemed like they wanted to be somewhere else. Go to Tay's BBQ instead.

Rude service provided by the guy chopping the meat. Ignored us as we were standing there ready to begin our order. Apparently, good customer service is not a priority at this establishment.

The rack of ribs was way too salty and so were the onion tangles. The Brisket sandwich was very dry. We couldn't finish our food. Dickeys meat is smoked and cooked somewhere else and delivered to their stores. Won't be going back.

Pretty crappy bbq. It's the McDonalds of bbq. Had pulled pork, green beans and ribs. Green beans were like baby food bc so over cooked. They supposedly had bacon in them—couldn't tell. \$16+ for this with a drink—way overpriced. Potato salad was awful and undercooked. Even the roll was bad. Gets two stars for friendly staff and clean restaurant.



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Price Comments

Their ribs and onion rings are the best in the area. The service is good and the place is always clean. It seems to be a little expensive but once you taste the food you will probably not be too focused on the price.



Very overpriced! It was 16 dollars for the rib plate which was 3 sad little pieces of ribs that were not that good (and definitely not smoked on a barbecue!)

Not just overpriced, they seriously just want your money. They will mess up your order and rip you off and then blame you for messing it up. They charged me \$30 for an 8oz cup of macaroni that was supposed to feed a whole office party.

Great food and priced just right. If you leave there hungry you ordered the wrong plate!



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Conclusions

- ▶ Moderately low average review score of 3.57
- ▶ Comments are more food centric compared to competitors
- ▶ Low review score associated with the word *taste* a cause for concern
- ▶ Significant number of location with average customer review scores under 3.0
- ▶ Low Subrating for Value (3.62) a Cause for Concern



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Barbecue Leads Study

Assembled a list of 24,254 barbecue themed restaurants across the US from Yellowpages.com for a consulting firm interested in studying the market penetration of barbecue restaurants in specific markets. More information is available upon request.

ZIP	N
86403	7
33710	7
90064	6
78759	6

TITLE	N
Gates Bar-B-Q	5
City Bbq	5
Pluckers Wing Bar	4
Vandy^s Barbeque	4

TITLE	ADDRESS	CITY
Yummy^s Cowboy Cuisine	135 E Front St	Merrill
Big Stuff Barbecue	733 E Main St	Cottage Grove
Pietro^s Pizza	107 2nd St	Hood River
Habibi Restaurant	1012 SW Morrison St	Portland
Sam^s NW BBQ Co.	14889 SW Tualatin Sherwood Rd Ste 405	Sherwood





For more information please email
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