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Improving the customer service experience

Case company Unica

DEGREE PROGRAM IN INTERNATIONAL BUSINESS

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Abstract

It is very important that a company tries to improve the satisfaction of its customers. The aim of my thesis is to improve the experience of Unica's customers by utilizing the information gathered from customers and I am using service blueprint as my tool. Objectives for my thesis is recommendations made with the service blueprint, as well as analysis of Unica data charts.

I use both qualitative and quantitative methods in my work. I have both received them from Unica and they have been collected through the Service Monkey. Qualitative data is from open comments, as well as customer suggestions for a new restaurant. The quantitative side, in turn, is numerical data. The focus of my work is on qualitative, because based on that I made recommendations for case company Unica.

Based on these I made recommendations for unica on how they could improve their customer experience and, in this way, hopefully even create new customer relationships. My main recommendations were related to selection, customer service, responsibility and the environment.

Key words
Service blueprint, customer satisfaction, improving customer experience

1 INTRODUCTION

Nowadays the competition is fierce, so it is increasingly important for a company to show appreciation to its customers with a constant desire to improve their services. A company that does not improve its services or listens to its customers today will not survive the competition for very long.

In the second part I am explaining my problem setting and conceptual framework which includes the research problem and research questions as well as the limitations what my thesis might face. The theoretical part focuses on service design, marketing, social media, customer service, customer journey and customer satisfaction. As my tools and help I am using service blueprint.

Purpose of my thesis is to get recommendations for Unica on how they can improve the satisfaction of existing customers, but possibly also to get more customers for themselves. As my data, I am using material that Unica's customers have responded to through Service Monkey. I have also made recommendations based on what their clients responded to the survey "what would you like from a new restaurant". The recommendations I have given for this are good in the new restaurant as well as in the old ones. In practice, I have made a list of recommendations for the company on how they can improve these. Each recommendation is made from customers 'own comments on what they would like from Unica.

2 PROBLEM SETTING AND CONCEPTUAL FRAMEWORK

The aim of the thesis is to help the case company to develop its services so that it will be able to meet the needs of a customer base. For example, I am a vegetarian and often because of the customer base who are following this type of diet is wider they are not so much been considered. Things like that are examples of where I want to help Unica.

2.1 Research problem and sub-problems

Unica uses service monkey app to collect their customers opinions about their services. Using these answers from Service monkey, I will analyse how to improve their services based on their customer feedbacks. Based on these feedbacks I will be making recommendations for Unica.

The research problem in my thesis is how unica can improve services by satisfying customer needs?

Sub problems would be:

1. How satisfied customers are with the locations of the restaurants?

2. Is the ambience of the restaurants appealing?

3. How satisfied are the customers of a restaurant not following a certain type of diet?

4. How satisfied are the customers who, for example, follow a vegetarian diet?

5. Is the selection wide enough?

6. Is customer service good?
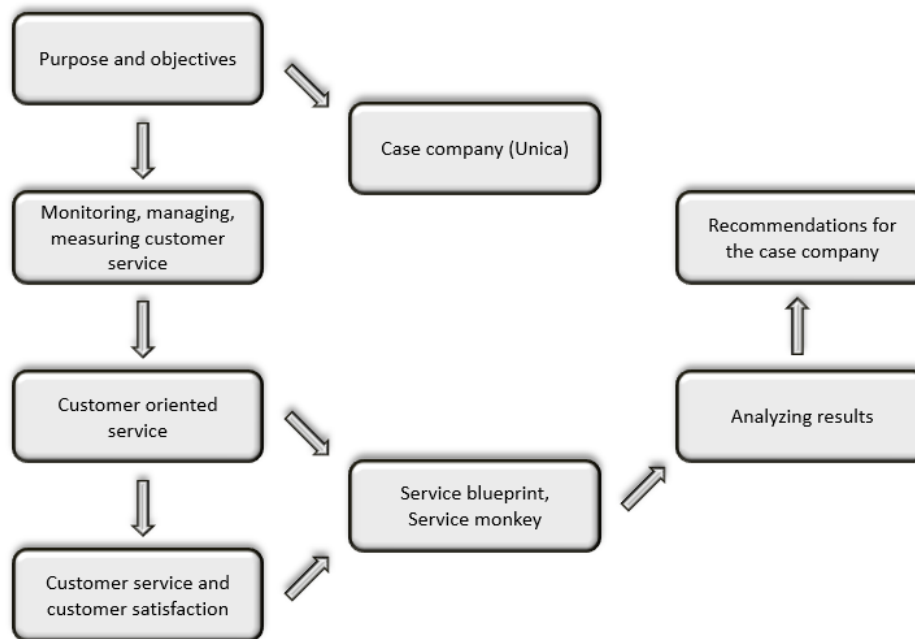
2.2 Conceptual frame of reference

Figure 1: Conceptual frame of improving customer service (Author of the thesis 2021)

Main headlines on the left shows are purpose and objectives, monitoring, measuring, managing customer service, customer-oriented service, customer service and customer satisfaction.

The aims and purpose of the thesis include the boundaries and the presentation of the company. Improving the customer experience is the main goal of the thesis, and various issues are discussed here, such as monitoring customer service, management, measurement and customer satisfaction.

The main goal of the thesis is to get recommendations for the company on how they can improve the experience of their customers.

2.3 Boundaries of the thesis

It would also be important to do this from the customer service side, i.e. how to improve customer service, for example? What things are important when serving customers? I believe this is going to be challenging to adapt, because this field would need its own guide. Now we are looking for more on how Unica can reach as many customers as possible through food, price, environment.

The problems will be how to get such a large customer base to be happy with the services and want them to use the services even more.

3 CUSTOMER SERVICE AND CUSTOMER SATISFACTION

3.1 Customer Service

The basis for customer understanding is the desire to look deeply at human behaviour. It is not enough to look at the customer's visible behaviour, one must get into the multifaceted nature of decision-making as well as the customer's world. This requires a desire to help, to settle into the position of another, and to seek a sense of community. (Hänti, 2019, 11.)

Customer service has traditionally been seen as a cost, which was sought to be outsourced to a partner who is affordable. Today, however, customer service has become a critical part of a company's operations. Customer service is a key function in developing the customer experience. (Korkiakoski, 2019, 43.) A good experience for the customer means ease, efficiency and feeling. When a company considers and evaluates its own customer experience development plan and strategy, thing mentioned earlier should be considered. (Korkiakoski, 2019, 48.)

The reality of the customer is what he experiences, feels and perceives. The first impression on the customer is important because it decides whether the customer will come again or not. One of the tasks of customer service is to make the customer satisfied, to feel that they are getting expert, fast, reliable and personally oriented ser-

vice. The most important customer service skills are understanding the customer's perspective and empath. If a customer gets poor service, he/she usually turns to a competitor. The customer rarely stays within the company where they get unfriendly, rude and poor customer service. (Pesonen, Lehtonen & Toskala, 2002, 59.)

3.2   Customer satisfaction

When trying to build a long-term relationship with customers, customer satisfaction is key to it. If you think about the dating as an analogy this is a bit of a similar thing. When going through sales process it is a change to attract them as your customer. When it comes to maintaining a long-term relationship, it requires hard work. Value creation must be continued repeatedly. Company needs to find a way to keep customers happy. It has been studied that 81% of satisfied customers are most likely to continue to support your business if they have a positive experience. After a negative experience, 95% of customers share it with family or friends. Loyalty leads to constant satisfaction. After the trust and confidence, the customers will continue to do business with your company. Businesses should think that loyalty is a goal worth earning.
(Website of nicereply.com, importance of customer service, 2021.)

Company should decide to keep its customer happy and crave a long relationship with them, you need to know what things you can also go wrong with. As for the reputation of your brand, the unfortunate customer has some power over it. Before making purchasing decisions, people are actively looking for reviews and unfiltered discussions. Also, be sure to filter that 88% of these customers are affected by what these customers have suddenly noticed, because one negative experience can have a big impact on whether you get new customers. When your company's reputation hits it, its impact on sales is almost dominant.

Continuous feedback is the best way to improve customer satisfaction over the time if that is the goal. Customer satisfaction needs to be measured to improve it. There are a few ways to measure customer satisfaction, but still the most effective and

common way is to simply ask the customer. Clearly, satisfied customers will recommend you to their networks. Some small businesses have estimated that 85% of new business comes when customers share their experiences. Customers who are satisfied will most likely continue to buy from you. Customers who are loyal are cheaper to keep satisfied when it comes to trying to acquire a new customer.
(Website of nicereply.com, importance of customer service, 2021.)

4 SERVICE DESIGN AND MARKETING

4.1 Service Design and service

Service design is suitable for everyone who is interested in the systematic production of relevant experiences of services, innovation, and the interaction between people and the brand. The services have existed a long time. Service design, on the other hand, is a relatively new area of expertise. This form of service design as we know was born in the early 1990s and this emergence was fuelled by significant growth in the service industry. The transition from the aftermarket to the time of services has placed increasing demands on services. The development of the Internet has been a significant calibrator to the increasing opportunities in the service sector and to the development pressures in the service sector. Service design was probably first launched by Professor Michael Erlhoff (Cologne International School of Design, KISD) in 1991. However, Birgit Mager, who started as the first European Professor of Service Design at KISD in 1995, thought to have had the greatest influence internationally. 2004, European design schools, such as the Domus Academy, set up the SDN, or Service Design Network, to expand and generate a dialogue between education, service designers and companies in the professions. The roots of service design are strongly European. Finns have also been strongly involved in the international debate in the field through the service design Network. However, it should be noted that the tip is still very narrow in Finland. Competence can be learned from books, but real skill is only learned in demanding work situations.

Service design utilizes the development process familiar from the work of a product designer. Design always means context-sensitive and as these changes, core design competencies are applied in new areas and with new tools. Service design is therefore about design criteria. The core competencies of designers have been introduced to the development of services. Methodological competence and process competence are the strongest areas of design. In addition to these, there is a combination of a creative and analytical approach, as well as an understanding of cultural contexts and ways to increase customer understanding. The difference between design and service design is that they differ in terms of interest from each other. Design is the work of a designer. Service design is a process as well as things that are done by service designers.

(Tuulaniemi, 2011, 62-64.)

Some of the methods used in service design are familiar from product design, but service design connects things in the way new economy requires. The roots of tools and design methods often lie outside design. Service design in general is a common framework for service planning around which our own methods and processes have developed.

(Tuulaniemi, 2011, 67-68.)

The logic of the service economy is difficult to understand because it still utilizes the thinking of the industrial age. Alongside price and technical solutions, the symbolic and emotional value of the services and products offered by the company clearly rising.

This means that people's buying behaviour is increasingly driven by the feeling and created by the services and products. Broadly speaking a company's psychological capital refers to the totality of benevolence and kindness that employees, customers and other stakeholders show towards the company, practises and management.

(Jalonen, 2016, 45-46)

Customers play an important role in securing a company's existence. (Mäntyneva, 2001, 9.) The key goal in marketing is that it creates customer value what consumers

also values. This kind of customer value should be able to be created while maintaining customer profitability. (Mäntyneva, 2001, 11.)

The service refers to the process of interaction between the customer and the service provider. Defining a service is important, but it is not worth focusing on it completely. The definition is important because it provides the values and benefits of service design and can be communicated to all parties involved in the service. Still, the greatest value is achieved by starting to work to develop your own service. (Tuulaniemi, 2011, 59-61.)

4.2 Social media, social era and communication

The social era is much more than just social media. The social era- also known as the era of customer orientation and service culture- requires many to change familiar formulas, practices and attitudes. Now is the time to raise the willingness to service high and think customer oriented. Thanks to the development of technology, the current era offers organizations new opportunities for communication and interaction. People search for information through blogs, the internet and social media. Most purchasing decisions are made based on what is found online and what shoppers have heard on their social media networks. An organization that is not on social media or the internet does not get the same attention as an organization that is active online. There are many ways to secure your business. It is good for a company to create new open and social ways to run its business. It is also time to develop the company's work community in a more inspiring, social and motivating direction. The company should create a work community which encourages the testing of new ideas and innovation. (Hurmerinta, 2015, 17-18.)

Part of the social era is social media. Social media is not a place to go sometimes, but it is a place to go because with new technology. The world is full of channels as well as multi-directional communication, interaction, influence.

Thanks to social media, the speed of information flow has increased, and it has changed the way people communicate. An organization that decides not to go on social media is not going to succeed. An organization's presence on social media is needed because people demand that the information, what they need, and they want is available in the channels what they themselves use.
(Hurmerinta, 2015, 18-21.)

Often in companies, communication is understood narrowly. Every department and process in the company affects the promise made to the customer and its redemption. Most organizations want to influence their target groups and get the target groups to act in a certain way. The task of communication and marketing professionals is to send messages to customers through various channels. (Forsgård & Frey, 2010, 9.) Every customer encounter is an opportunity for the company to strengthen its differentiation. Employees need to be stressed that providing a service is also marketing at the same time. The communicator must be well acquainted with the services and their products. Most important is that the customer's purchasing behavior must be understood as well as the customer's way of thinking and feeling. (Taipale, 2007, 28-29.)

5   SERVICE BLUEPRINT AND CUSTOMER JOURNEY

5.1 Customer journey

Business-critical information is mapping the customer's journey. When mapping customer behavior, the company looks at service channels, companies and related services. As well as the customer's daily life from the customer's point of view. In the eyes of the customer, the company's operations look very different when viewed from within the company. The idea of such a survey is to understand and identify the process, dynamics, channels, information sources, choices, judgments and motives of the customer's purchasing behavior.
(Keskinen&Lipiäinen, 2013, 23.)

The customer's journey means the customer relationship, the process and the deepening of the customer relationship related to the creation of the customer relationship, as well as the factors leading to its termination. The journey customer travels also involve much more than just an encounter with an individual company.

The journey that the customer travels consist of motives, different environments, connections, sources of information, personality from the middle of which the customer strives to build for herself the right distance that suits the customer's own needs and life.

Managing a customer's journey means that the company strives to help the customer make the right choice and provide the customer with benefits as well as experiences. The idea of the trip is simply to help and make the customer's life easier while creating a bond between the customer and the company, that the customer would choose the company again and possibly even create a lasting customer bond. Customer journey management is a method of customer-centric methods as well as thinking.

All of this starts with the value created for the customer: the optimal combination of the company's resources, interests and capacity, as well as the customer's interests and scars those all interfaces at each customer stage. The company must adapt to the dynamics based on the service category for customers.

The role of management in a company is to generate better gross margin as well as shareholder value and profit. All of these are the result of holistic optimization of the customer, company and profitable strong customer relationships. Of course, every company lives on its customers who make choices to pay the price. Whatever the price is customers always hope to get value for their money. Even so that the company exceeds the customer's expectations and does not fall short of them.
(Keskinen&Lipiäinen, 2013, 20-21.)

Figure 2. Example customer journey map. (Website of Visme.com, 2020.)

5.2 Service blueprint

When you want to learn about the stakeholders, other elements and functions needed to implement the service, a description of the service system is modeled around the customer path, which is called the Service Blueprint.

By creating a Service blueprint, you understand the achievement of business goals by eliminating problems, solving real needs, and improving the customer experience. Service projects map out a step-by-step customer journey, contact points on a channel-by-channel basis, as well as activities and stakeholder background events.

The service blueprint always maps step-by-step a specific customer journey, one at a time to channel-based points of contact, actions and stakeholders across different

background events. Making service plans can be an expensive as well as time consuming process. It can also bring in teams and people to your entire organization.

The elements of a service blueprint are customer actions which means that if you have already made a travel map for the customer you can pick up choices, steps, interactions and actions that the customer uses when pursuing their goals. Frontstage functions mean the actions that take place in front of the customer. Usually they are either a person-to-person for example a cashier and a customer.

Behind the Scenes Events: Functions behind the scenes that support a stage event that can be carried by either an employee working behind the scenes, e.g. In support processes, these are interactions as well as a series of steps that support employees in delivering service to their customers. Physical proof, which is interaction proof that it works. Examples of this can be a product, receipts for a website, or just physical stores.

Service blueprint often has three main lines which are the line of interaction, ie the direct interaction between the organization and the customer. The second is the line of visibility, which means that it is invisible and visible to the customer, ie visible above the and invisible below. Third is the internal line of interaction: this distinguishes employees by having direct customer contact with customers who do not directly support customer shifts.

It also depends on the business objectives of the planned organization and your context; you can also add to it the timing what means that you provide a time-based service in which case you need to seriate how long each activity will take. Terms and Conditions: This is what the law dictates that cannot be changed or can be changed, because teams want to optimize the customer experience. The lessons are about how customers as well as employees understand the whole process and identify pain points.

Lastly, there are the metrics that mean that if your ultimate goal is buying in you will need these. Visually present the information you collect on how money and time is wasted due to ineffective communication or other actions.

The restaurant environment can have different processes for the dining experience as well as the takeaway. In any case, frictionless and consistent experience is key for success. Here below you can see an example of service blueprint in restaurant. (How to make service blueprint, www.miro.com, guides Service Blueprint,2021.)
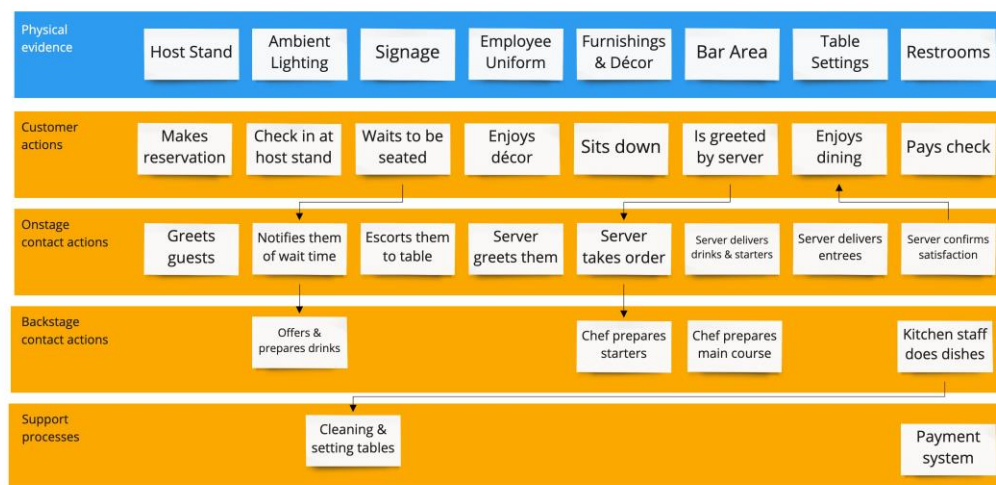

Figure 3. Example of service blueprint in restaurant. (Website of Miro.com, 2020.)

6 MEASURING, MONITORING AND MANAGING CUSTOMER SERVICE

6.1 Customer relationship management

Customer experience planning and service design have been influencing business development in their own way for some time.
What customer relationship management has taught a lot is predicting, measuring, and managing resources productively for customers' purchasing probabilities. Customer relationship management represents the customer on the go in certain types of

service as well as product categories. Customer relationships management does not look at the company from the customer's perspective it looks at the customer from the company's perspective.

(Keskinen&Lipiäinen, 2013, 21-22.)

Consumer research has traditionally focused more on consumer profiles as well as product characteristics, which is relatively easy to measure. Even today, many studies measure normal buying behaviour and treat situational factors as unwanted prejudices that interfere with results. This approach is challenged by the developments in the market. As a result of the explosion in increased product supply, purchasing power, and the reduced impact of social norms, consumers are constantly adapting their behaviour to meet their expectations and intentions. (Dubois, 2000, 279.) The key features of experiential consumption are as follows: Consumers are not just consumers, consumers act in situations, consumers mark signs, consumption involves more than just buying.

(Caru & Cova, 2007, 6.)

6.2 Monitoring and measuring customer service

The processes of service delivery and business development are often built from a one-dimensional perspective on the effectiveness of a particular task, rather than fostering lasting customer relationships as their goal.

 A good example of this is the precise process built to monitor customer service quality where the idea is to improve the customer service experience, however, this ignores employee experience when it is considered HR responsibility and a separate process.

When viewed from a process perspective, a company's strategy should emphasize the customer alongside the business and prepare that the value creation process is two-way. Succeeding in this requires an understanding of both the process by which information can be collected and processed, and the customer's every point of con-

tact. Ultimately, these must be able to be combined when evaluating operational performance.

(Koivisto, Säynäjäkangas &Forsberg, 2019, 172.)

7   CASE COMPANY AND SERVICE MONKEY

Unica started its operations in 2000 and their main owner Universtas Oy and the minority owner is Compass Group FS Finland Oy. In 2019, the turnover of Unica's restaurants was 8.4 million euros and they had more than 88 employees working. In other words, Unica is a student-owned, local flexible player with the support of one of the world's largest listed companies.

(Website of Unica.com, 2021.)

Service Monkey offers value-oriented, comprehensive software solutions that transform the most advanced technology frameworks for business organizations at an affordable market price. Service Monkey is an app that Unica uses to get feedback from its customers about Unica's services and food. In that app customers can give feedback on how satisfied they were with the services, food etc. It is also possible to give written feedback where the customer can explain what was good and what was not.

(Website of Service onkey.com, 2021.)

I have paid more attention to these written feedbacks, because there were a lot of similarities between the feedbacks. I also find it easier to assess what customers have not been happy with through written feedback.

8 METHODOLOGY

8.1 Research design

Research design for case study improving customer experience is descriptive. Descriptive research aims to accurately and systematically determine the situation, population, or phenomenon. This can answer questions when, where, how but not why. This is useful when not much is known about the problem or topic. Before this, however, you need to know when, how and where it will happen. Descriptive research is usually defined in conjunction with quantitative research, but qualitative research can also be used for descriptive purposes. To ensure the reliability and validity of the results, research design should be carefully developed.

(Website of methodology, descriptive research, 2021.)

Material what I use is the Service Monkey App results what I received from Unica. There are open comments from customers, as well as percentage indicators such as bar charts. Restaurants that Unica owns are Assarin ullakko, Delica, Deli Pharma, Kisälli, Kaivomestari, Sigyn, Dental, Linus, Muse, Sigyn, Macciavelli, Kaara, Galilei and Ruokakello. All these restaurants are located in Turku. I will go through the feedback from each restaurant and compile common recommendations and summary for all restaurants. I will also use a questionnaire I received from Unica where they asked students what they would like to have in new restaurant.

8.2 Research method

Qualitative and quantitative methods complement each other, which you can combine with your surveys to get in-depth as well as extensive results. Quantitative data provide figures that attest to the overall broader perspectives of the study, and qualitative data provide more in-depth detail to help understand the significance of the conclusions.

Qualitative research is primarily about research. This is used to understand the underlying opinions, reasons, and motivations. This provides insights into problems or

helps with hypotheses or ideas for possible quantitative research. This is also used to reveal trends in opinions and thoughts. Data collection methods vary with semi-structured and unstructured techniques. Common methods are individual interviews, target groups, observations.

Quantitative research is used to quantify a problem by producing data or numerical data that can be utilized by translating into usable statistics. This is used to define opinions, behavior, attitudes, and other variables, or to generalize the results of a larger sample population. Quantitative research uses measurable data to formulate facts or to reveal research models. Quantitative data collection procedures are more structured than qualitative. Quantitative data collection methods include surveys, paper surveys, online surveys, and mobile surveys.
(Website of qualitative vs quantitative research, 2021.)

8.3 Population and sample

The population means the size group from which conclusions are drawn and the sample means the group from which data are collected. The population size must always be larger than the sample size. However, the population does not always refer to people in the study.

A population is used when a research question requires, or you have access to data from a member of the population. In general, data collection is straightforward to do for the entire population because it is easy to use, small, and collaborative.

Ideally, the sample should be selected at random and in a way that is representative of the population. The use of probabilistic sampling methods such as stratified sampling or simple random sampling increases their internal as well as external validity and reduces sampling bias. The most reliable way to get representative from a sample is to use randomness as an aid when choosing a good sample. In practice, this would mean that observation units are selected by "drawing lots".
(Website of methodology population vs sample, 2021.)

The population in my work is all customers who use Unica's restaurant services. The sample is the number of service Monkey respondents, as well as the number of respondents to the survey "what would you like from a new Unica restaurant". In the comparison, there were 333 respondents in spring 2019 and autumn 2020 and 335 respondents in spring 2020 and autumn 2020. 155 respondents answered the survey about the new restaurant.

8.4 Data collection and analysis

As data, I use the feedback asked on the service monkey, for example, that you would recommend the restaurant to others. The Service monkey also has an open comments section where I take most of my data. I am also going to take advantage of a survey of what I hope from the new restaurant, which was implemented for them, because Unica is opening a new restaurant. I also divided the answers into certain categories.

 I have prepared sub problem questions for my work and my purpose is to get recommendations and answers on how these problems could be improved. I am going to go through two different Unica chart time periods. The first period is Fall 2019 and Spring 2020. The second is Spring 2020 and Fall 2020. By comparing these, I try to see if the number of feedbacks has increased or improved compared to different time periods. The comparisons included the taste of food, did customer find the alternative they wanted, was the service pleasant and smooth, was the customer service good.

Data has been gathered from Unica's various restaurants by asking mere opinion questions first, followed by an open feedback box. At each restaurant, each customer can answer a survey and help Unica develop its services. However, the data I use in my work has been collected from two specific periods as a summary of each restaurant during this time period.

8.5 Validity and reliability

Reliability refers to the consistency of the measure. Psychologists consider three types of consistency: between subjects (internal consistency), over time (reliability of test retesting), and between different researchers (reliability between evaluators).

Validity refers to the extent to which a construct measures what is said to be measured. Discussions about competence tend to divide it into different types. A good way to interpret such is that they also have other evidence in addition to reliability that should be considered when assessing the validity of the measure. Here, three basic types are considered, namely content validity, criterion validity, and face validity.

(Website of research methods reliability and validity of measurement, 2021.)

My thesis is more a qualitative study which means that the validation is more important here than reliability. The accuracy of the results can be affected, for example, by the characteristics of the customers. It is possible, that not all quieter customers may get their voices heard, because improving service requires activity from both the company and customers. However, this is in a very small part of my own work because the research is qualitative. The qualitative emphasis is on the researcher's own interpretations where absolute reproducible results are not sought.

9 RESEARCH FINDINGS

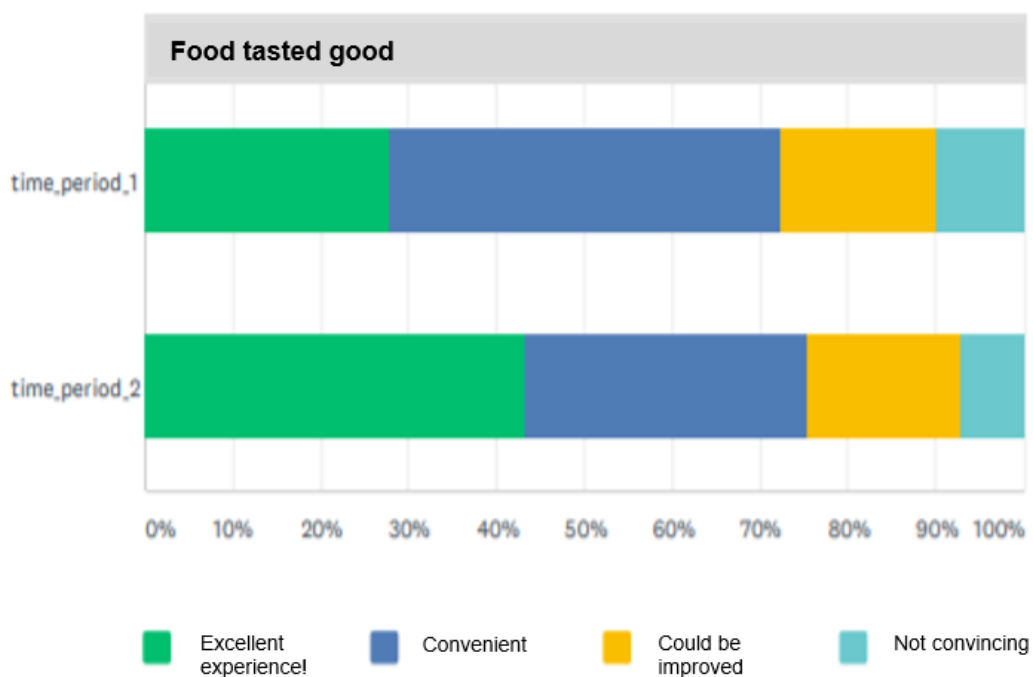First period is autumn 2019 (time period 1) and spring 2020 (time period 2).

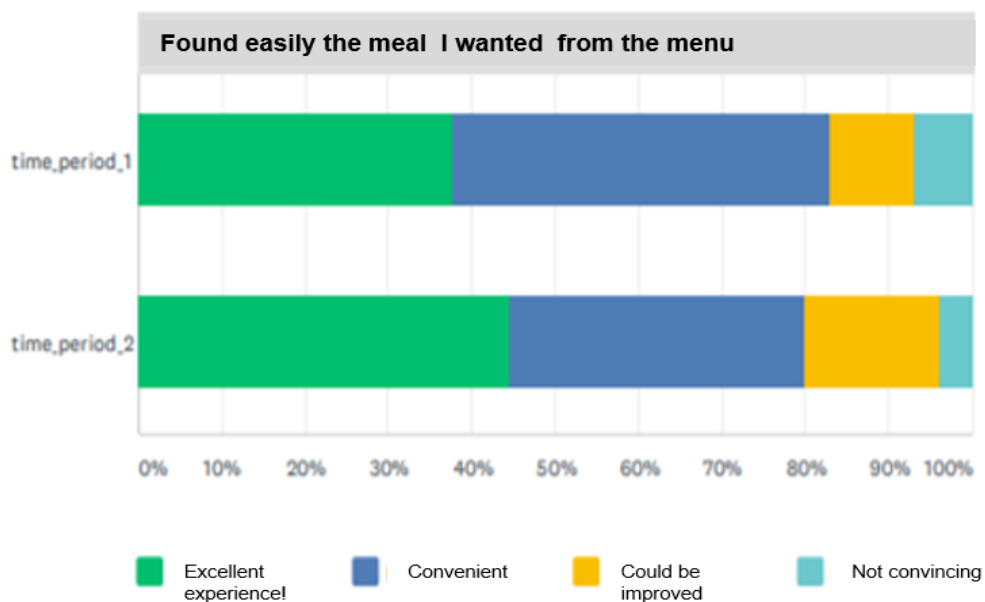Figure 4: Data chart, Unica materials 2019-2020.
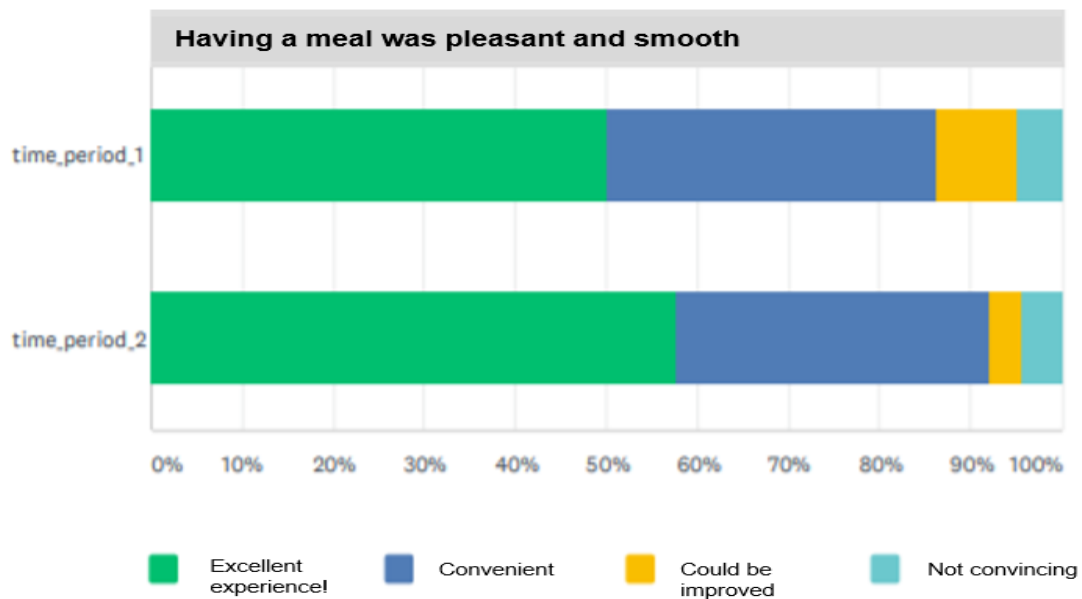

Figure 5: Data chart, Unica materials 2019-2020.
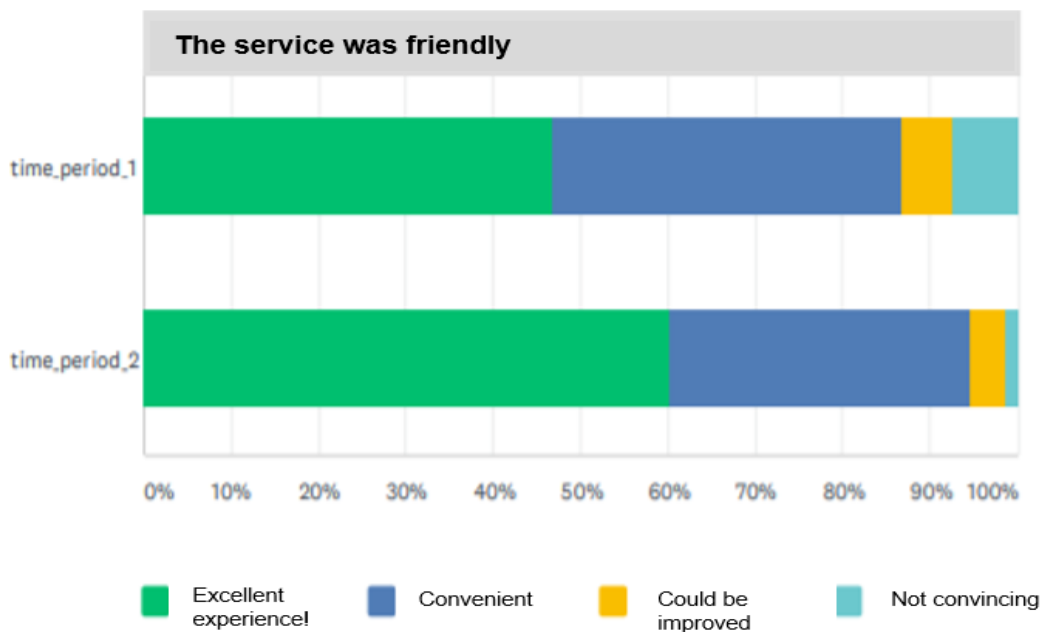
Figure 6: Data charts, Unica materials 2019-2020.

Figure 7: Data charts, Unica materials 2019-2020.

You are important to us – tell about your visit and we will do our best to improve our service!

Food tasted good	Excellent experience!	Convenient	Could be improved	Not convincing	Total
time_period_1	27.73% 33	44.54% 53	17.65% 21	10.08% 12	35.95% 119
time_period_2	43.20% 89	32.04% 66	17.48% 36	7.28% 15	62.24% 206

Found easily the meal I wanted from the menu	Excellent experience!	Convenient	Could be improved	Not convincing	Total
time_period_1	37.61% 44	45.30% 53	10.26% 12	6.84% 8	35.35% 117
time_period_2	44.39% 91	35.61% 73	16.10% 33	3.90% 8	61.93% 205

Having a meal was pleasant and smooth	Excellent experience!	Convenient	Could be improved	Not convincing	Total
time_period_1	50.00% 59	36.44% 43	8.47% 10	5.08% 6	35.65% 118
time_period_2	57.64% 117	34.48% 70	3.45% 7	4.43% 9	61.33% 203

The service was friendly	Excellent experience!	Convenient	Could be improved	Not convincing	Total
time_period_1	46.67% 56	40.00% 48	5.83% 7	7.50% 9	36.25% 120
time_period_2	60.00% 123	34.63% 71	3.90% 8	1.46% 3	61.93% 205

	Time period 1	Time period 2	Total
(Other) issues we ought to know about your visit?		0	0	0

Figure 8: Data charts, Unica materials 2019-2020.

Generally, customers thought that the taste of the food was better in spring 2020 than in autumn 2019.

27% of customers thought in autumn 2019 that the food tasted great, when 43% of customers thought in spring 2020.

In autumn 2019, 37% of customers found the food they wanted on the menu. Spring 2020, 44% of the customers found the food they wanted. Once again, there was no big difference between "could be improved" and "not convincing". It is good to note that feedback went in a better direction, so it can be concluded that customers are pretty satisfied with Unica's menu. There was not tremendous difference between "Not convincing" and "could be improved". In spring 2020, 7% of customers thought that food was not successful this time, and in autumn 2019, 10% thought that this time was not successful. As you can see 3% is not big change on either way good or bad. However, it is good to note that Unica's food has improved over the past six years.

There was not much difference between "Having a meal was pleasant and smooth" between these two periods. Overall, the situation has remained slightly better than in the autumn of 2019, than spring 2020, but nothing too major.

The service has been friendly on all quite same and the most significant change has been in "what can we improve". Generally, the service has been better in the spring of 2020, meaning that there was some improvement between these 2 periods.

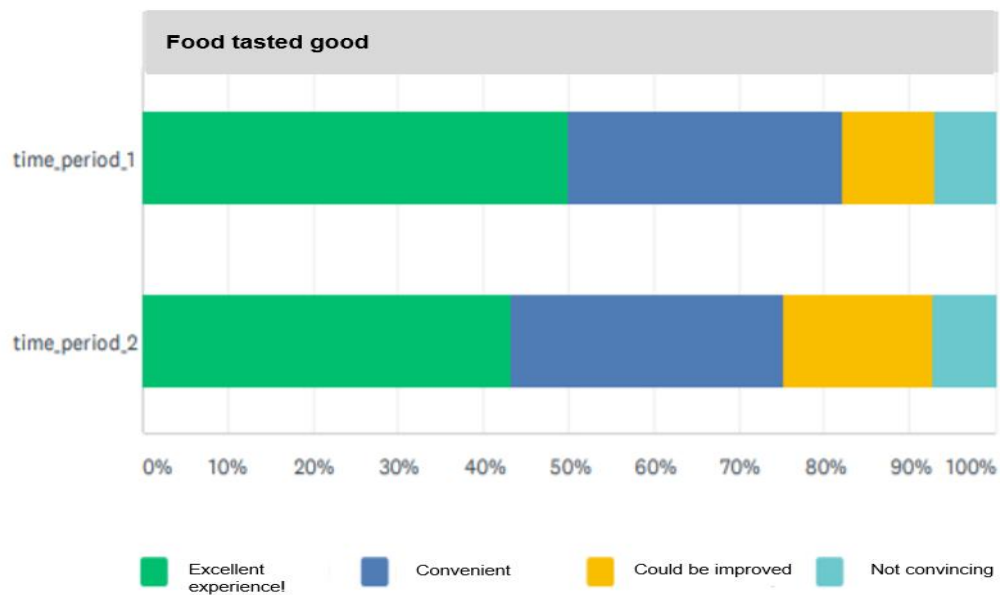Second period is spring 2020 (time period 1) and autumn 2020 (time period 2).

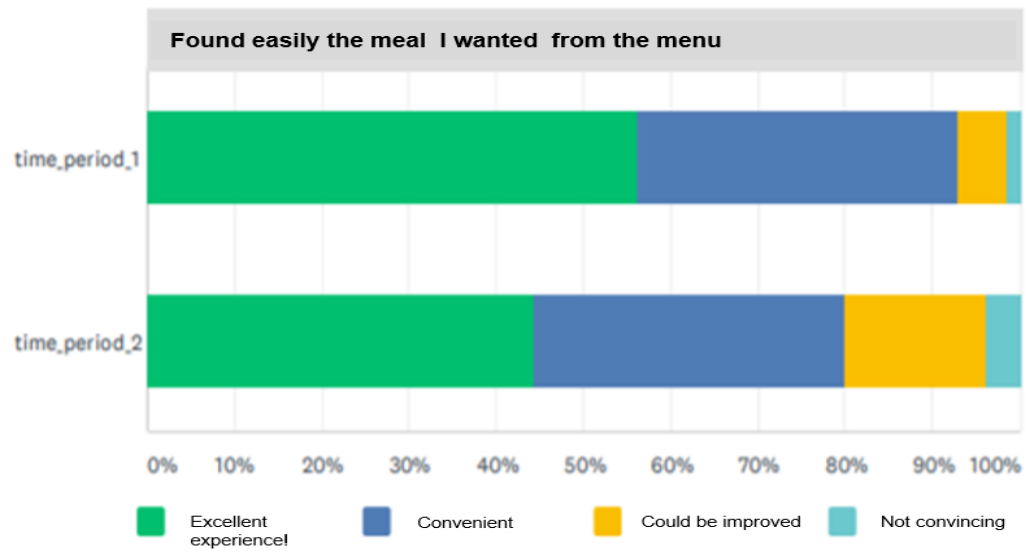Figure 9: Data charts, Unica materials 2020.
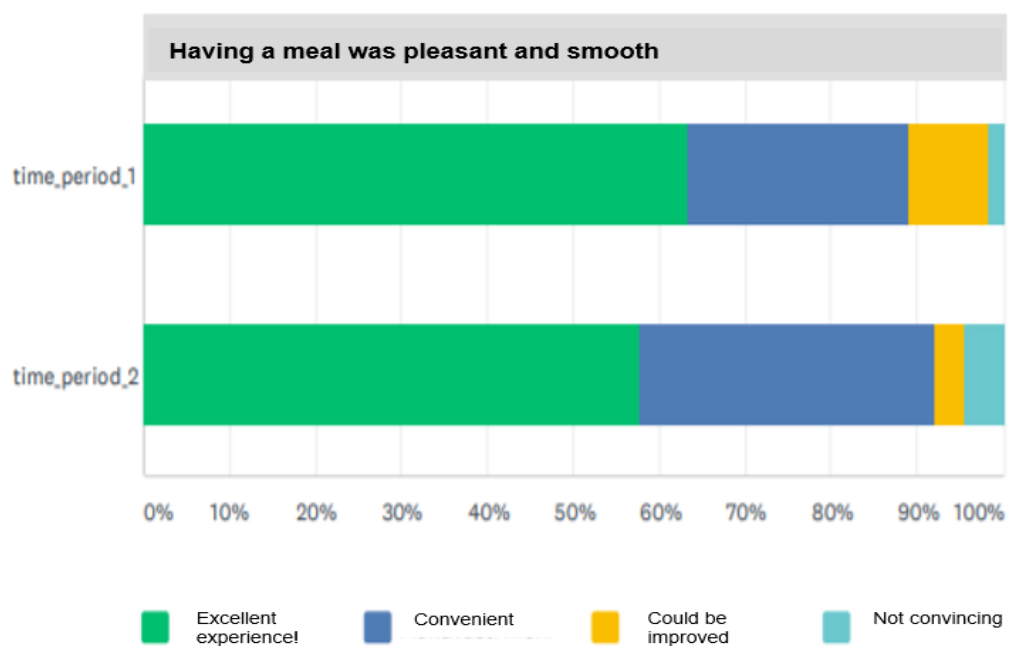
Figure 10: Data charts, Unica materials, 2020.

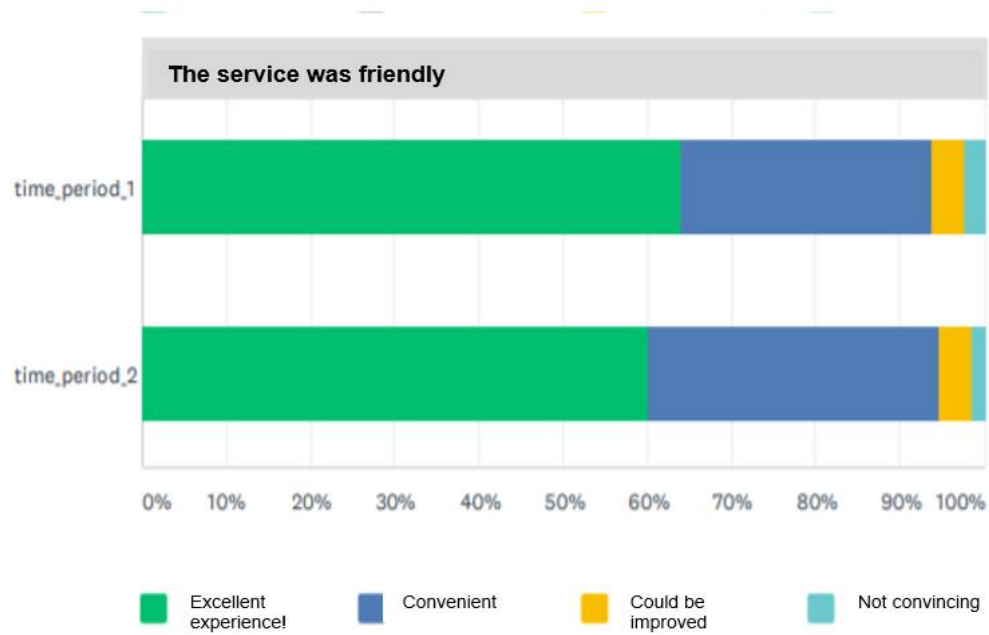Figure 11: Data charts, Unica materials 2020.

Figure 12: Data charts, Unica materials, 2020.

You are important to us – tell about your visit and we will do our best to improve our service!

Food tasted good	Excellent experience!	Convenient	Could be improved	Not convincing	Total
time_period_1	50.00% 64	32.03% 41	10.94% 14	7.03% 9	38.32% 128
time_period_2	43.20% 89	32.04% 66	17.48% 36	7.28% 15	61.68% 206

Found easily the meal I wanted from the menu	Excellent experience!	Convenient	Could be improved	Not convincing	Total
time_period_1	56.25% 72	36.72% 47	5.47% 7	1.56% 2	38.32% 128
time_period_2	44.39% 91	35.61% 73	16.10% 33	3.90% 8	61.38% 205

Having a meal was pleasant and smooth	Excellent experience!	Convenient	Could be improved	Not convincing	Total
time_period_1	63.28% 81	25.78% 33	9.38% 12	1.56% 2	38.32% 128
time_period_2	57.64% 117	34.48% 70	3.45% 7	4.43% 9	60.78% 203

The service was friendly	Excellent experience!	Convenient	Could be improved	Not convincing	Total
time_period_1	63.78% 81	29.92% 38	3.94% 5	2.36% 3	38.02% 127
time_period_2	60.00% 123	34.63% 71	3.90% 8	1.46% 3	61.38% 205

	Time period 1	Time period 2	Total
(Other) issues we ought to know about your visit?		0	0	0

Figure 13: Data charts, Unica 2020.

The food was great in the spring of 2020 for 50% of the customers, while in the fall of 2020 only 43% customer had this feeling. I think it is already a bit visible here that Unica and the students had to adapt to the new situation because of the Covid-19, because it started to rumble properly in the spring of 2020.

"The food was convenient" to was very similar at both times. In the spring of 2020, 32% was of this opinion and in the autumn of 2020, it was 32% too so, there was practically no change in any direction.

In the autumn of 2020, then there was more to improve than in the spring of 2019. In the autumn of 2020, 17% had this opinion and in the spring of 2020 only 10% had this opinion. Answers were quite same regarding that this time visit was not successful. In the spring and fall 2020 it stayed same 7%. Meaning that there was not change in either way.

In the spring of 2020, 56% thought that the service was great and fall 2020 only 44% of customer thought the same. There was a noticeable the gap between these and it would be good to fix.
.
"Food was convenient" was similar at both times i.e., no visible difference in one direction or the other. The most significant difference was in the point of improvement, in the spring of 2020 only 5% thought this and in in the autumn of 2020 there was 16% who thought that the visit was not successful.

Dining was smooth and simple was not terribly different in part how many thought it was a great experience. Part "everything was convenient" went down by about 10%, which of course is a good thing The "what can we improve" part had also improved, with 9% agreeing in spring 2020, while only 3% agreeing in autumn 2020.

Still, the point that this time would not convincing was slightly higher than in spring 2020, meaning it went in a slightly worse direction, but not too much.

The service was friendly evenly at every point, nowhere near terribly anything remarkable, but of course the goal is that there would be nothing to improve left or not this time meaning that there is always something what can be improved.

To sum up both comparisons, I would say that Unica's problem area is more the range of food as well as the taste of the food. The service has been consistently good. This section is therefore mentioned in the recommendations on what Unica should do in this regard.

10 RECOMMENDATIONS

For the recommendations, I created a service blueprint based on the sub problem questions, as well as the open comments and the wishes of the new restaurant I received from Unica. The data on which I have based my recommendations can be found in appendices 1, 2, 3 and 4.
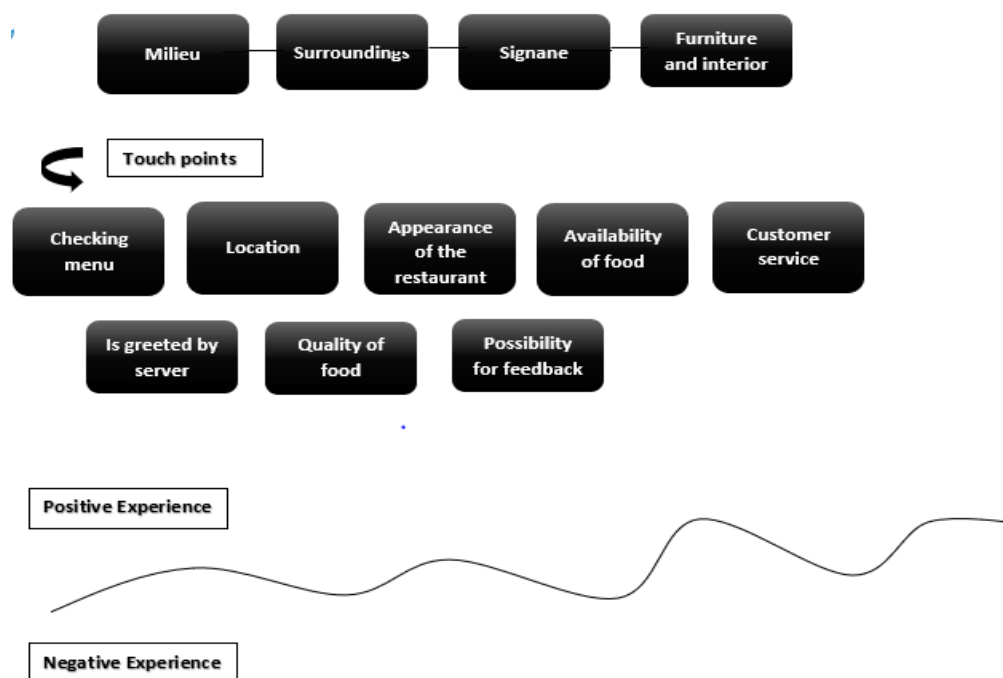

Figure 14: Service blueprint for Unica. (Author of the thesis 2021)

Customers would like music in the background. Not all restaurants might be able to do this because of the noise. Restaurants that could put some music in the background I would suggest Unica to do it. A lot of lounge-style gentle background music came as recommendations

Many also clearly wished for more places for quiet study as well as plenty of outlets. If you could divide this so that there would be an area for so-called normal eating and a separate area where you can for example, calmly read for the upcoming exam and enjoy the food at the same time. Customers wishes that new restaurant should include music, tables of different sizes, plants and colors. I suggest that Unica takes example from Kisälli Restaurant when creating new restaurant, because milieu for Kisälli is nice and relaxed.

Opening hours should be planned according to the timetables of college students and would be open evenly from both directions. Many of the comments were also on the positive side of involving the students themselves in the planning process, so it would be great if this could continue in the future. In this way, even more value is created for company´s customers.

The feedback showed that customers are annoyed if they go to a restaurant for a certain food, and then once they get there the food what they want is not available anymore. The comments made it clear that it would be good to be inform these kinds of things on the website where menu is seen, on social media or even in both. Information is important for the customers, and it is an easy way to keep them happy. So, I would recommend Unica to take on even more social media for what comes giving information. Utilizing this, it is easier for the customer to choose even restaurant b if restaurant a has run out of food what the customer wants.

In order to promote responsibility, it would be very good for Unica to introduce the Rescue App which is already in use in many restaurants. This is already used at least in Sigyn, but I recommend Unica to consider taking this in all their restaurants. The idea of the app is to sell leftover food from for example buffet. In this way, the res-

taurant minimizes even more of its food waste. The food you can buy from rescue app there is cheap, so it is assumed most of the left over will end up in for the buyer.

What comes for tools like bread knives, there was several feedbacks that they are not sharp enough to cut breads. It would be good if unica took care of the sharpening the knives on a regular basis, so that they would serve Unica for many years and there would not be a need to change to new ones every year. One feedback also revealed that the bread knives had caused even a wound in the hand. To avoid such accidents, which can even lead to something even worse, would be a relatively easy and inexpensive way to change this situation by buying knife sharpeners for every restaurant.

The use of spices on the salads made it clear that it would be good to change it. I would recommend Unica to put the spice table where the customer can then put the spices they want for example chili, hot sauces etc in. It was also wished that variation in the salad table would have more separate options. Meaning that there would be cucumbers, tomatoes, salad, peas, onion etc on their own bowls and customers could choose your own salad, such as in salad bars. This would also help if customer who are allergic to a carrot that is not mixed with everything, so they can have salad options as well. This way also all the vegetables stay fresh.

Absolutely every restaurant needs to clearly put information about each allergenic food and every employee needs to be aware of what the food contains. A few comments were that customers have eaten some food to which they are allergic to, due poor information / lack of signs / texts. This is a critical, but easy thing to change to avoid big accidents.

Attention must also be paid to cooking the food. There were often recurrences that, for example, chicken is too raw. I recommend testing restaurant equipment for glare or rethinking cooking time. None of the comments said the location of Unica's restaurants was good or bad.

In general, their restaurants are located very close to the university and polytechnic campuses, so the locations are ideally selected for their proximity.

The quality of the food is important, but the competitive advantage would also be that there would be no limit on food.

The same formula was repeated many times in the feedback that a good service has been received, which is a very important part of the experience. It is therefore clear from the feedback that Unica will continue to work with the same formula. To maintain this, I could still suggest that Unica organize a training day for its employees once a year or once every two years to go through how to face with a customer by confronting Unica's own values. By organizing a training day, Unica would show appreciation to its employees as well as the importance of customer service to the company's reputation. The training day could include how the customer is encountered, how the service is performed and how of course the service is decided. Customer service plays one of the biggest roles in whether a customer comes again or not. Customer service must be relevant and good towards customers, but it is also important that a good spirit is also visible among employees. If the employees' collective spirit does not work, it is also reflected in the customers and, of course, in the company's image and brand. It is also good to make it clear to employees who meet customers at Unica's restaurants that all customers must be served with dignity in the same way.

Unfortunately, the feedback revealed a selection between the customer's service styles regarding if they are men or women. That is unacceptable and Unica must explain and tell how all customers are served in the same way. One of the feedback said that the staff was angry the autistic child, because they cannot put cutlery in the certain place. There should never be any such feedback like this. It does not matter how bad a day a customer service representative has, you need to be able to serve friendly at work. One feedback also revealed that the customer service representative would have commented without a motive on the customer's portion size. Such behavior and commenting should not be tolerated at all. Employees must be clearly told how customers are encountered and what things are not done or said.

There was a clear difference between the wishes of the new restaurant and the feedback from the existing ones as the difference between vegetarian food and normal

meat dishes. It is clearly noticeable that no time has been spent on vegetable proteins, spices, alternatives from the customer's point of view. Vegetarian food and the vegan diet play a big role in the diets of many today, which increases the need to select vegetarian food as well as vegan food as high quality as mixed food. It also turned out that it has not always been precisely marked which products are dairy-free, egg-free or completely vegan, and which are only vegetarian. This is very important, of course, firstly because some people may be allergic to the products mentioned above, but also because it is important to get vegan food as a vegan because that diet is followed. A lot of emphasis needs to be placed on the difference and importance of veganism and vegetarian diets for restaurants. It is clear from the feedback that it is not possible to see if there is anything of animal origin in the product. It is very important for customers who follow a vegan diet to pay special attention to this. To add value to these customers and the diet they follow, would it be possible for Unica, for example, to make one restaurant that would offer almost exclusively vegetarian and vegan food. Unica could also try the most vegetarian and vegan-eating restaurants on a purely vegetarian day a week. In this way, Unica would show value for the customers who follow those diets and, in addition, would show more appreciation for responsibility too. It is clear from Delica's feedback that customers have not been satisfied with the fact that student-priced food has been completely changed, and Delica has also been the number one place to go for those who follow a vegetable or vegan diet. Due to the price change, the comments revealed that customers might want to switch even to another restaurant because they do not understand this choice. I would therefore suggest to Unica that those vegetarian options that Delica has had would be transferred to another restaurant, in which case at least some of the customers would also continue to be Unica's customers.

Requests from the new restaurant, some of which also support feedback and can be fulfilled in other restaurants as well.

As the feedback already showed, the importance of responsibility and veganism was clearly visible in the wishes for the new restaurant. In addition to veganism, it would be possible to easily utilize Finnish lake fish and thus also increase responsibility in that sense.

11 FINAL WORDS

The company Unica for whom I did my thesis is great company. They are very customer-oriented and is clearly noticeable that their customers are happy. Doing the work was interesting and rewarding in many ways. Challenges and changes came along the way, but overall, I think whole process of my thesis went well. While writing it I learned much about how to improve services, the theory of what is attached to it, service blueprint, and the importance of customer satisfaction.

If I would start my work again from the beginning, I probably would include interviews. This way, I would get even more detailed recommendations for the company and see at a different level what their customers want. In general, I think the material I received from Unica was good and based on these materials I got good recommendations for the company.

As a follow-up study, I would most likely do interviews. In that way, company would get a lot of customized and more personal feedback from their customers. By taking advantage of these, I believe the company would receive even more better and more valuable suggestions on how to improve their services.

12 CONCLUSION

Unica as a company is doing extremely good job and is very customer oriented. They engage customers well to improve the company's services. While this was noticeable business can still evolve for the better and there is always room for improvement. In my opinion I received all the answers to the sub problems presented at the beginning. The recommendations clearly showed the most important things what customers wants. It is important for a company that the needs and wishes of their customers are listened to on a regular basis. In this way, the company retains its place among its competitors.

However, the company was already aware of how to collect information from customers. Based on these, it is easy for the company to see what is worth improving and what customers are happy with. It is still good to give recommendations to the company also from the perspective of their main customer group which is the students.

The theory part of the work dealt extensively with customer service, customer satisfaction, service design, social media, communication, customer relationship management and customer journey. I also combined service blueprint as a tool in my thesis, which is also included in the theory part.

The empirical side of my work was both quantitative and qualitative. The quantitative side contained data charts and numbers, while the qualitative side contained open feedback. However, my work was mainly qualitative. My goal was to create recommendations for the company from their customers 'comments on what they can improve in their services. Of these, I created a section of common recommendations where I gave them suggestions.

I think I got very good recommendations for the company on what they can do in a variety of ways in their restaurants. I thought the work was successful and it was nice to do it from the beginning till end. If I wanted to continue working with this topic a good way to go would be to do personal interviews for Unica's customers. In this way, company would see even more detailed what their customers want from Unica for example in the future. I would also like to thank Unica for this thesis opportunity and trust to do thesis from this topic.

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The importance of vegetarian food quality and selection:

Valitsin päivän vegaanisen vaihtoehdon. Ruoka ei ollut kovin lämmintä ja paistinperunat olivat hieman kovia, mutta pihvit, majoneesi ja salaattiin runsautta tuovat linssit olivat kiva yllätys ja selvä petraus verrattuna aiempaan. Lisäksi kahvi on aina ollut hyvää, niin myös tänään. Usein jään kaipaamaan vegaaniselta lounaalta täyttävyyttä; jos ruoka on kevyttä (kuten yleensä), annoskokoa saisi kasvattaa, tai sitten siinä saisi lähtökohtaisesti olla enemmän proteiinia ja rasvaa, jotta sillä jaksaisi sen 3-4 tuntia, jonka ajan ruualla tulisi mielestäni vailla nälkää pärjätä.

Kasvisruoka (jotain makaronilaatikkoa) maistui tosi oudolta :(ihan ku olis vahingossa kaatunu liikaa jotain maustetta. En ole normaalisti nirso, mutta nyt meni ruokaa roskiin :(

Voisiko härkismakaronilaatikosta tehdä oikeasti makaronilaatikkoa, eikä vetistä kasvismössöä? Lihamakaronilaatikko näytti sille miltä kuuluu, mutta kasvisruokailijoiden versio oli kaukana makaroonilaatikosta.

Mietityttää kasvisruokien ravintoarvot. Myös kasvisruuan on tärkeä sisältää riittävästä proteiinia, jota ei usein tunnu ruuassa olevan. Proteiinilisä, esim. tofu tai härkäpapu voisi olla hyvä ruuan kylkeen. Erilaiset proteiinipitoisemmat ruuat myös, kuten linssin käyttö porkkanan tms sijaan tai kikhernepihvit tai falafel lisäisivöt ruuan proteiinipitoisuutta.

Tänäänkään ei yhtä ainoaa vegaanivaihtoehtoa. Tähän tarvitaan todella parannusta!

Jos ainoan kasvisvaihtoehdon pääraaka-aine on eläinperäinen, ei jää kovin hyvä kuva suhtautumisesta kasvisruokavalioon. Munakkaan ohella pitäisi tarjota jokin oikeasti kasvipohjainen ateria.

Ruokien ainesosaluettelot olisi hyvä olla helposti saatavissa esimerkiksi netissä tai linjastojen alkupäässä tai linjaston päällä kyseisen ruuan yllä. Viime aikoina on käynyt useamman kerran niin että olen epähuomiossa syönyt jotain mille olen itse allerginen sillä tietoa ei ole löytynyt mistään helposti. Samoin esimerkiksi diabeetikkojen kannalta olisi hyvä että ravintoainetiedot hiilihydraattien määrän laskemisen helpottamiseksi.

Customer service:

Keittiötäti palautuspisteellä todella vihainen ja paiskoi asioita. Keittiötäti torui kovaan ääneen autistiselle lapselle, kun hän pisti ruokailuvälineet väärään. Todella epäammattimaista touhua.

Olen jo 2vk kertonut että tavallinen kasvismaito ei käy kahviin siitä huolimatta että icaffe on loppu. Tavallinen herottuu klimpeiksi kahviin ja näin siinä joka kerta on käynyt ja he joutuvat tarjoamaan uuden kahvin jonka juon mustana. On ok jos icaffe on loppu, mutta palautteeseen on suhtauduttu aina erittäin penseästi eri henkilöiden toimesta, sillä asenteella että olen väärässä siitä huolimatta että he omin silmin näkevät että se soijamaito on siihen kahviin herottunut. Eli en vaadi kahviin sopivaa kasvismaitoa mutta haluaisin asiakaspalveluun ja palautteen vastaanottoon muutosta sekä ymmärrystä siitä että ei nyt vaan voi tarjota herottuvaa tuotetta kahvin kanssa vaikka muuta ei ole saatavilla. Aurinkoisin terveisin 47v opiskelija

Lyhyt, punertavatukkaisen kassahenkilön asiakaspalveluasenteessa on reilusti parantamisvaraa. Nuorille asiakkaille hän pyörittelee silmiä ja on verbaalisesti tarpeettoman tyly asiakaspalvelutilanteissa. Samaan aikaan hän on kuitenkin erityisen mukava esimerkiksi vanhemmille työmaahaalariporukille, joten asiakkaana kassahenkilön palveluasenne tuntuu olevan "valikoiva". Käyn ravintolassa usein eräpäivinä lounaalla ja usein käynnin jälkeen pohdin, onko ravintolassa mukava asioida. Samankaltaisia tilanteita on toistunut sen verran useasti, ettei kyseessä voi enää olla yksittäinen asiakaspalvelijan huono päivä.P

Appendix 2

Jo, I come ainoat everyday to eat the lunch and it is very tasty. But one thing that I do not like is the service in the kitchen, especially the man, when I ask him something, I never get any answer... I dont know of it's because he does not speak English but at least he can say something.... hopefully the food is always good and the cashier very nice.

Pitkän odottelun jälkeen tarjolle tuotiin lisää briossihampurilaisia. Pettymykseksi kuitenkin hampurilaiset olivat aivan kylmiä vaikka juuri tulivat tarjolle. Lisäksi hampurilainen oli lähestulkoon pelkkä kylmä leipä ja pihvi...joihinkin oli sotkettu vähän jotain kastikkeen tapaista ja sekin lähinnä ulkopuolelle eikä leipien väliin. Huomautin myös henkilökunnalle siitä, että hampurilaiset olivat aivan kylmiä ja vastaus oli vain "ei voi mitään". Todella luokaton esitys kaikinpuolin eikä edes opiskelijahinnan arvoinen.

Kassalla työskennelleet kaksi nuorta naista, eivät huomioineet asiakkaita ollenkaan kikattelivat vain keskenään. Minua ei tervehditty eikä kiitetty maksamisen yhteydessä, en saanut edes katsekontaktia sillä oli tärkeämpää kikatella ja pyöritellä silmiä ruokalan toisella puolella olevalle työkaverille kontaktia hakiessani sekä jäädä juttelemaan edellisen asiakkaan kanssa, joka vaikutti työntekijän kaverilta.

Lisäkesalaattivalikoima huonompi kuin yleensä. Salaattivaihtoehdossa pastaa ja jotain muuta vehnäpohjaista, ei gluteenitonta vaihtoehtoa ja vehnä haukkasi ison osan salaattiaineksista. Ystäväni keittoannoskokoa kommentoitiin kassalla olleen henkilökunnan jäsenen toimesta, motiivi jäi epäselväksi. Sosekeitto ei ole nälkääpitävimmästä päästä ja kulho on pienenpuoleinen, ja joka tapauksessa kommentointi on asiatonta. Yleensä kokemukset ovat olleet hyviä.

Information and social media:

Kiva jos panostaisitte tehokkaasti jo etukäteen unican sivuilla viestimään, jos joku ruoka loppuu. Aika tylsää tulla syömään menun ainoa lihaton vaihtoehto, quorn-leikkeleet (iltamenu) ja sitten kuulla klo18:30 että valkosipuliperunat loppuivat jo monta tuntia sitten. Vaihtoehtona oli sitten jotain, ja kastikepöydässä soosia kievin kanalle. Quorn-leikkeleet oli tosi kuivia, joten otin sitä mutta se ei sopinut ollenkaan. Annos oli siis ihan pielessä, en niitä porkkanoitakaan nähnyt missään tarjolla. Eli kuivia quorn-pihvejä, ei sopivaa soosia ja sitten siihen voi ottaa kuivan lisukkeen tyyliin "no tossa ois noita"? Mälsää jos kasvisruoka assanlla vuonna 2020 on tällaista, ettei ateria kokonaisuutena kiinnosta.

Ei ollut ruokaa mitä listassa sanottiin. Perunat olivat kylmiä. Erityisruokavalioita ei huomioitu

Ruokien ainesosaluettelot olisi hyvä olla helposti saatavissa esimerkiksi netissä tai linjastojen alkupäässä tai linjaston päällä kyseisen ruuan yllä. Viime aikoina on käynyt useamman kerran niin että olen epähuomiossa syönyt jotain mille olen itse allerginen sillä tietoa ei ole löytynyt mistään helposti. Samoin esimerkiksi diabeetikkojen kannalta olisi hyvä että ravintoainetiedot hiilihydraattien määrän laskemisen helpottamiseksi.

Clarity, tools and food

Tarvitaan leipäveitsiä, joissa on hampaita, että se veitsi lwikkaa sitä leipää. Tällä hetkellä veitset vain liukuvat leivän pintaa pitkin...

Leipäveitset ovat tylsiä, ja muhkeaa suurta leipäänne oli mahdotonta niillä leikata lyttäämättä leipää kasaan.

Satutin käteni, kun piti sahata niin vimmatusti tylsillä leipäveitsillänne. Voisitteko hankkia pari uutta leipäveistä?

Olin sunnuntaina 24.11. syömässä ja kana oli täysin raakaa. Näin ei voi käydä. Eikä ollut ensimmäinen kerta, kun näin. Kiinnittäkää siis jatkossa selkeästi enemmän huomiota tähän asiaan. Ravintolapäällikölle kiitosta siitä, että otti kritiikkini vastaan.

Kana oli monella lautasella raakaa! Ei oikeasti menettele.

Kaikki mausteet puuttuivat. Kuin ravintola avattiin niin ruoka oli hyvä ja riitävästi maustettu. Nytt on vähän kuin jyrsis pahvilaatikkoa.

Mausteita saisi olla enemmän, metsästäjän leipä oli tosi mieto ja ei oikein mikään maistunut

En tykännyt kun punakaali-herne-maissi -salaatissa oli jotain voimakasta pippuria tai muuta maustetta.

Älkää laittako sitä pippurimaustetta mihinkään salaattipöydän tuotteisiin

Höyrytetyissä kasviksissa ja kanassa oli hieman liikaa mausteita, ilmeisesti juuri rosmariini maistui vähän liian voimakkaasti omaan makuuni

Söin juuressosekeittoa, joka oli TODELLA suolaista. Jokaisen lusikallisen välissä piti hörpätä vettä :(Juuri ja juuri sai syötyä loppuun. Yleensä hyvää ruokaa!

Juuressosekeitto oli suolaista. Käsidesiä ei ole tarjolla. Yleensä ollut parempi kokemus.

Salaattipöytä on aina hieman ala-arvoinen tarjonnaltaan. Tuntuu, kuin se olisi suunniteltu niin, ettei ihmiset siitä ottaisi. Voisiko saada yksinkertaisempia vaihtoehtoja (esim kurkkua, paprikaa yms) eikä aina mitä ihmeellisempiä valmiita sekoituksia. Olisi kiva itse päättää mitä ottaa.

On hyvin vaikea koostaa suosituksen mukaista annosta kun ainoa tuore tuote salaattiosassa on kaalisuikale! Kasviksia ja salaattia pitää ollaa enemmän!

Salaattivalikoima on aivan surkealla tasolla ollut jo pitkään ja nyt on kyllä pohjanoteeraus. Ei pysty suositusten mukaan edes syömään jos valittavan on suolakurkut, kikherneet ja kaaliraaste.

Appendix 4

Toiminnasta

- Vastuullisuuteen kuuluu oleellisesti myös muu ympäristövastuu, kuten ruuan vegaanisuus
- Toivon vastuullisuuden toteuttamista muuten, kuin minimoiduilla valmistusmäärillä. Esim edellisen päivän lounaan tarjoamista ja vähäpäästöisiä anoksia (esim planetaarisen ruokavalion mukaisia annoksia)
- Tietenkään ei ole hyvä, jos ruoka loppuu kesken, mutta tottakai ruoka tulee tuottaa vastuullisesti ja hävikin määrä tulee minimoida.
- Hävikkiruuan voisi myydä vaikka rescuessa take awaynä. Vastuullisuus on tärkeää myös
- Ei nyt varmaan vaarallista jos ruoka joskus loppuu kesken, mutta nolla hävikkiä voi olla vähän epärealistinen tavoite. Ruoan laatu tärkeää.
- Erikseen vuokrattava kabinetti esim ryhmätöille
- Taustamusiikkia
- Paljon pistokkeesta opiskelua varten
- Tilaa ja sähköä tulla läppärin kanssa!
- Pistokkeita
- Suht laajat aukioloajat olisi hienoa saada järjestymään, jotta aamuisin ennen lounasta ja iltapäivisin voisi tulla paikan päälle opiskelemaan tai viihtymään kavereiden kanssa.
- Riittävästi tilaa tulla syömään (ei kuitenkaan ruokala meno, vaan ennemmin ravintola, sitten nopeat syö hitaat), mahdollisuus ottaa lounas mukaan, ruoan laatu on herkullista
- Erikoiskahvia, jälkiruoka, paljon kasvisruokavaihtoehtoja, laadukkaat salaatit/salaattibaari
- Sujuva linjasto ja maksaminen
- Mukavat tuolit mutta samalla pitää olla hyvä syödä eli pöytä hyvällä tasolla
- Videopelejä
- Opiskelijakukkarolle sopiva brunssi esimerkiksi lauantaisin
- Erilaisia istumapaikkoja; pienille ja isommille seurueille sopivia ratkaisuja

Miljööstä

- Jazz-tyylinen musiikki taustalla, mutta niin, ettei häiritse puhumista
- Lounge/deep house hiljainen musiikki
- Lempeä musiikki (lounge)
- Sopiva taustamusiikki
- Lounasaikaan hiljaista, iltaisin musiikkia, mutta niin, että pystyy keskustelemaan huutamatta
- Pieni musiikki
- Taustamusiikkia joka ei kuitenkaan soi liian lujaa
- Ns kahvilamusiikkia, ei liian menevää
- Melutaso jossa voi keskustella normaalilla äänellä. Valitsemme usein tämän mukaan lounaspaikan.
- Taustamusiikkina rentoa musaa (esim akustista instrumentaalista, indie pop, folk, psychedelia), ei liian kovalla volyymilla
- Rauhallinen soittolista (esimerkki Spotifyn Your Favourite Coffeehouse). Pistokkeita tarpeeksi! Lisäksi jotain, mikä vähentää "hälinää" (akustiikkalevyjä tai mikä ikinä sellaseen auttaakaan)
- Lempeää musiikkia, intiimi tunnelma (tarpeeksi paikkoja, mutta ei liikaa eikä liian vähän)
- Pöytiä/alueita sekä lounastamiseen että opiskeluun
- Paljon valoa ja kivaa fiilistä (mitä ikinä liekin)
- Skandinaavinen tyyli
- Paljon pistokkeita opiskelua varten
- Kaksi puolta? Hiljaisempi, jossa voi rauhoittua ja menevämpi jossa soi musiikki ja voi nauraa porukalla

Tuotteistuksesta

- Laadukas ja monipuolinen vegaaniruoka
- Paaaaljon vegaanista ruokaa
- Myös hyvät vegaaniset ruokavaihtoehdot
- Joka päivä vegaaninen lounasvaihtoehto
- Hyvää kasvisruokaa
- Maittavia kasvisruokavaihtoehtoja, aina vegaanivaihtoehto
- Vegaanisafkaa, ja vielä useampi vaihtoehto joka päivä
- Vegaanisia ja gluteenittomia tuotteita
- Vegaanisia tuotteita
- Vegaaninen tarjonta juomissa ja syömisissä.
- Paljon vegaanituotteita ja Reilun kaupan tuotteita
- vegaaniset vaihtoehdot mutta proteeinirikkaus tärkeää!
- Vegaanilounas, vegaanisia leivonnaisia ja suolaisia
- Maukkaita bowleja ja hyvää kasvisruokaa!
- Jotain vegaanista makeaa; pulla, kakkupala tms
- Kasvisruokailijoille sopivia välipaloja!
- Monipuolisia kasvisvaihtoehtoja
- Kakut, pullat, pikkusuolaiset ja makeat tarjolla myös vegaanisena

- Pöytiä lounasta varten, lisäksi rennompia kahvittelu/hengailualueita. Voisi olla myös yksittäisiä rauhallisempia paikkoja, joihin voisi asettua lounaan lomassa opiskelemaan.
- Myös semmoisia paikkoja, jossa voisi opiskella itsekseen valtaamatta
- Yhtenäinen tila, mutta kuitenkin erillään ruokailupaikat ja rennommat hengailupaikat
- Pöytiä/alueita sekä lounastamiseen että opiskeluun
- Tila voisi olla jaettuna aktiiviseen puoleen, jossa voi seurustella ja viihtyä, sekä rauhalliseen puoleen, jossa voi rauhassa syventyä opintoihin
- Rento sisustus, ei liian "räväkkä". Ja semmoisia kivoja kolo tuoleja, missä voi olla hiljaa, vähän niinkuin kirjastoissa. Jokaiselle oma paikka opiskella. Istumapaikkoja isolle porukalle ja istumapaikkoja ujoille opiskelijoille :)
- Pöytiä sekä isommalle porukalle että kahdelle ihmiselle.
- Rennot löhötuolit
- Voisiko olla kahvittelijoille esim nojatuoleja/sohvaryhmiä
- Hyvin opiskeluun soveltuvia paikkoja(isompia pöytiä, mukavat tuolit ja pistokkeet koneille), erilaisia tuoli/sohvaryhmiä
- Sohvia/nojatuoleja jossa olisi mukava istua ja juoda kahvia
- Loosseja, jossa on helpompi keskustella, koska usein ravintoloissa kaikuu ja ruuhka-aikana melu on kamala
- Pidän eniten intiimeistä ja tunnelmallisista tiloista, ja toki toivoisin tunnelmaa myös tänne. Olisi kuitenkin ikävää, mikäli näin hieno tila, jolle on tilausta, jäisi vain pienen joukon käyttöön.
- Paljon asiakaspaikkoja ja hiljaisuus yhdessä vaativat tietysti sen, että akustiikkaa pohditaan. Pahinta on paljon ihmisiä kaikuvassa tilassa!
- Piccu maccian tyylinen
- Tyylikäs, kaunis sisustus, mutta myös mukavuus ja helppous huomioiden. Helposti puhdistettavat pinnat, mukavat ruokailuasennot ruokapöytiin) Tilan suunnittelu siten ettei tarvitse törmäillä ja pujotella ruokatarjottimen kanssa. Ei kovalla soivaa musiikkia ainakaan lounasaikoina, jotain taustamusiikkia voi toki olla. Ei niin että "nopeat syövät hitaat", se kuulostaa kamalalta! Myös hitaiden ja rauhallisten ihmisten pitää saada syödä.
- Käytännöllinen
- 1. ja 2. kohdan välimuoto: paljon asiakaspaikkoja, mutta kuitenkin viihtyisä tila. Ei mikään "avara halli", jossa järkyttävä meteli, jos täynnä asiakkaita.
- Ehdottomasti voi ottaa vähän mallia esim. Espresso Housesta ja maailman trendeistä ylipäätään. Tässä esimerkkikuvassanne on kivaa tunnelmaa.
- Lava mahdollisia esiintymisiä varten. Esim jazz-iltoja tai runoutta yms.

Mitä muuta meidän olisi hyvä tietää, kommentteja, toiveita, palautetta

- Kivaa, että avaatte uuden ravintolan noin hienolle paikalle! Ja hienoa, että opiskelijat saavat olla mukana suunnittelussa
- Vegaaniruoka, matalan kynnyksen kehittäminen, mahdollista ehdotta esim vaihtuvia pienpanimotuotteita tai sesonkivihanneksia tms :)
- Gluteenittoman ruokavalion huomioiminen niin lounaassa kuin kahvilassakin
- Kuulostaa kokonaisuudessaan superkivalta idealta, odotan innolla!
- Olisi ihanaa jos tarjolla olisi paljon vegaanisuutta
- Jos tilaa voi jakaa niin esim hiljaisempi tila ja sellainen, jossa voi isommalla porukalla opiskella ja melu ei haittaisi
- Rento ja lämminhenkinen paikka
- Mahtava idea!
- Kasvisruokaa pliiis!!!
- Mahtava idea keskustaan Unican ravintola!!
- Tosi kiva idea! En malta odottaa koronan jälkeistä elämää ja ystävien kohtaamista täällä
- Vegaaniseen ruokaan tulee panostaa entistä enemmän ja tarjota sitä ensimmäisenä vaihtoehtona.
- Kuulostaa hyvältä, tsemppiä!
- Liian vähän ravintoloita auki aikaisin aamulla. Nyt korona-aikana ihmiset oppineet aikaisiin aamuihin, joten varmasti käyttäjäkuntaa myös aamuisin ennen klo 10. Myös su! Sauna tosi kiva! Jos sinne saisi valita tilaako Unicalta edulliset juomat ja ruoat (esim. sitsisetti) ja tilavuokra tunti/iltakohtainen. Iltakohtainen on kiva, jos edullinen, tietysti jos joku opiskelija-ale se ois loisto! Kannustaisi opiskelijoita varaamaan, mut mahdollistaa rahan tulon muualta. Terveellisiä paikkoja aina vaikea etsiä. Tietty jos sunnuntaisin joku ihana brunssi (oikeesti laadukas ja haluttu, vrt. M Bakery tai Fontana) n. 15 €, hiukan halvemmalla kuin muualla.
- Loistava lisä Unican valikoimaan! En edes keksi parempaa mahdollista sijaintia uudelle Unica-ravintolalle.

- Kirjaston lähettyvillä ravintolaan tulee varmasti ihmisiä myös opiskelemaan nauttien samalla lounaasta tai kahvista. Seurustelupaikkojen lisäksi olisikin siis hyvä huomioida asiakkaat, jotka tulevat Kulmaan ilman muuta seuraa. Ikkunapaikat ovat opiskelun kannalta best! ;)
- Olisi mahtavaa, jos koirat on tervetulleita!
- Selkeää ja yksiselitteistä tiedottamista uuden ravintolan aukiolosta ja palveluista/tarjonnasta, kun toiminta on alkamassa.
- Luo uskoa koronan jälkeisen ajan positiivisuuteen tällaisesta projektista kuuleminen ja vielä parempaa, että voi oman mielipiteenkin kertoa!
- Kiva, kun otatte opiskelijat mukaan suunnitteluun.