



The Naf Naf Lesson

September 11th 2020



Background

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Naf Naf Grill is a fast food chain emphasizing Middle Eastern Cooking. Diffusion of Arabic Cooking and American Kitchen

In Chicago, it is a favorite of Dr. Boustani.

Excellent Food. Excellent Customer Service. Custom (Like Starbucks)

Recently opened new chain in Carmel



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Prologue

Dr. Boustani was hungry after 18 hours intermittent fasting and visited Naf Naf Grill

Wife loves one menu item, Chicken kabob with rice and garlic sauce. No side items.

Dr. Boustani arrived excited

Restaurant empty, three servers up front

Dr. Boustani places order, expecting same
Delightful Experience

The Problem

The server informs Dr. Boustani that there is one price for the chicken kabob regardless of whether he removes the sides or not.

Dr. Boustani asks to be charged less as does not want to pay for what he is not receiving

Told that restaurant policy is to charge full price

This is no longer a Delightful Experience. This is 'One Size Fits All' Ideology. There is no customization for the customer.

Dr. Boustani feels he is treated like a number. This is traumatic. This reminds him of past failures in healthcare system and where he came from.

The only solution is to ask for the manager and request change directly. Although it is not server's fault, server is feeling hopeless.

Request for Change

The Professor:

Appeal to Customer Learning. Service Industry Prioritization, allowing custom orders in order to promote sustainable interest and customer safety.

The Customer:

Appeals to past experiences in Chicago, earned loyalty, the delightful experience.

The Business Advisor:

Appeals to Naf Naf being a niche market during difficult times, ways to improve customer support and enjoyment

The Result

Manager is cold, reminds Dr. Boustani of typical doctor/business person who does not put the customer first.

Manager says they are franchisee but not owned by Chicago restaurant

Manager defends policy

Takes 15 minutes to return with corporate office number

Does not allow Dr. Boustani to tip wait staff. Wait staff prisoner of policy and cannot be held accountable for poor management.

Follow Through

Dr. Boustani calls corporate office

At this point he has spent almost 2 hours of his time on this issue.

Corporate office apologizes and offers discount or membership card.

This is NOT about the money

They promise this is not the brand and they will reach out to retrain, but Dr. Boustani asks for followup call within 1 week or he will share experience with everyone. (Accountability)

Lessons Learned

Naf Naf began as a pleasurable experience but the chain did not emulate those values

Naf Naf became the enemy

“One Size Fits All” is Healthcare 1.0, Six Sigma, Lean.

Does not take the Customer Needs into account

Agile is customer focused solution and a hill worth dying on.

Reflection Questions

1. Did you have a similar experience to Dr. Boustani? If so, how did you handle it?
2. If not, how would you have dealt with the situation?
3. In what ways does this experience resonate with the work you are doing and lessons you are learning?
4. How can you apply what happened with your own life?
5. As Healthcare Professionals, how can we create the opportunity for more honest feedback with patients?