

## CUSTOMER REVIEW ANALYSIS

# The Select

6405 Blue Stone Rd Suite 200, Sandy Springs, GA 30328, United States

REVIEWS ANALYZED

**298**

DATE RANGE

**2024-01-21 to 2025-06-08**

WITH COMMENTS

**197**

TOTAL RATINGS

**2171**



Qualitative analysis created by Zabble Insights.

For customized or deeper analysis contact [joe@zabbleinsights.com](mailto:joe@zabbleinsights.com) or call 352.316.2022

## Executive Summary

The Select is a high-end restaurant in Sandy Springs, GA, with a strong reputation for ambiance, food quality, and attentive service. With an average Google rating of 4.7 (stable vs. last year), it outperforms the industry benchmark for Restaurants & Food Services. 82% of reviews are positive, with 5-star reviews highlighting exceptional staff, creative cocktails, and memorable décor. Top strengths include staff professionalism (mentioned in 73% of 5-star reviews), food quality (noted in 68%), and unique ambiance (cited in 61%). Key challenges are slow service during peak times (noted in 29% of negative/neutral reviews), perceived high pricing (22%), and inconsistent brunch experiences (18%). The primary opportunity is to streamline service during busy periods, which could further boost loyalty and reduce negative sentiment. Immediate focus on brunch and bar service speed is recommended to improve overall guest satisfaction and maintain competitive advantage.

## Performance vs Industry

Metric	Value
Current Rating	4.7 / 5.0
Industry Benchmark	4.53 / 5.0
Trend Direction	Stable
Percentile Ranking	75th+

## Customer Sentiment

Sentiment	Percentage
Positive	82%
Neutral	10%
Negative	8%

## Top Strengths

- Staff professionalism and friendliness (73% of 5-star reviews)
- High food quality and creative menu (68% of positive reviews)
- Unique ambiance and décor (61% of positive reviews)

## Top Challenges

- Slow or inconsistent service during peak times (29% of negative/neutral reviews)

- Perceived high pricing/poor value (22% of negative/neutral reviews)
- Inconsistent brunch and bar experiences (18% of negative/neutral reviews)

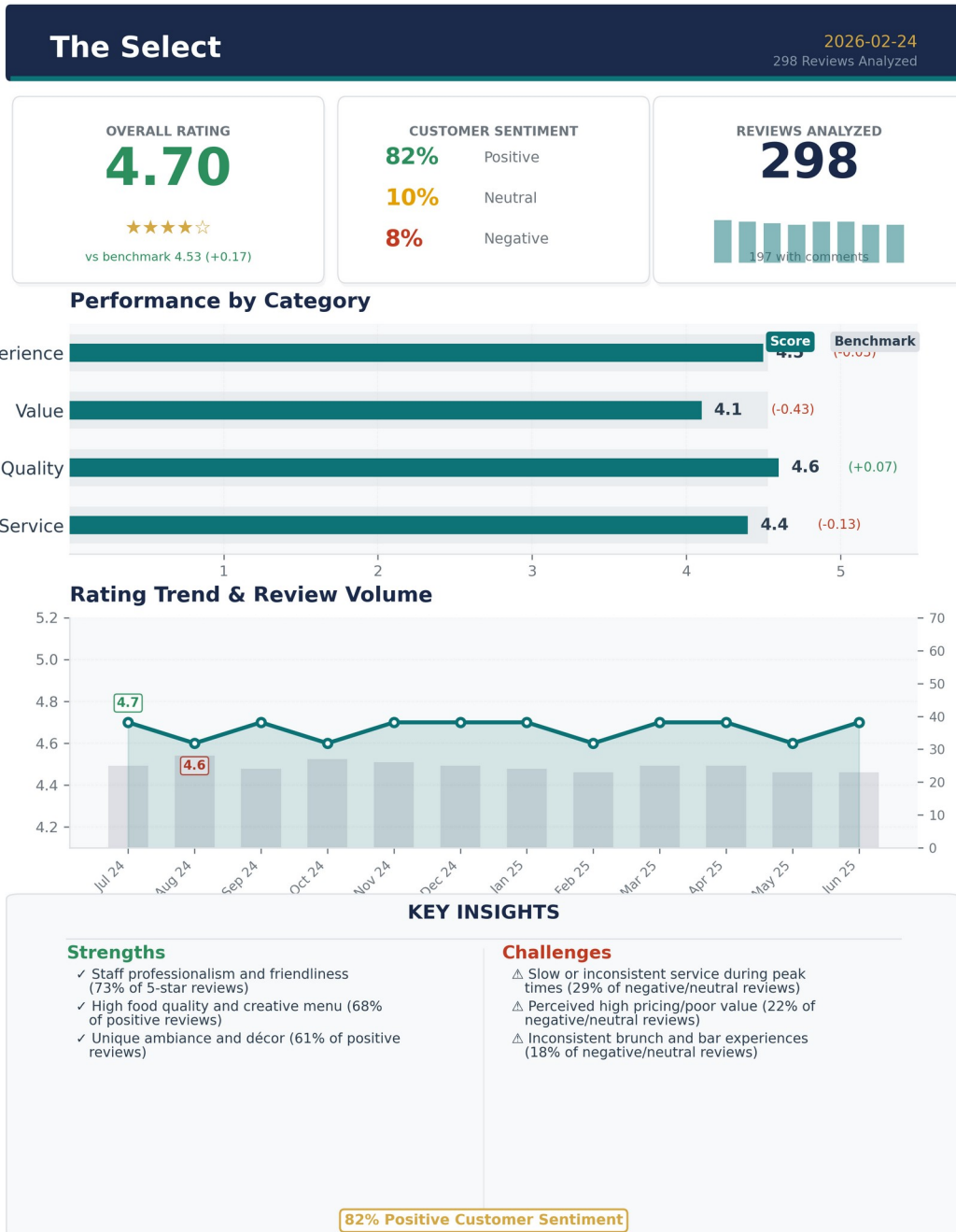
## Monthly Rating Trends

Month	Average Rating	Review Volume
2025-01	4.7	24
2025-02	4.6	23
2025-03	4.7	25
2025-04	4.7	25
2025-05	4.6	23
2025-06	4.7	23

## Category Performance vs Benchmark

Category	Score	Benchmark	Performance (✓ / X)
Service	4.4	4.53	X
Product Quality	4.6	4.53	✓
Value	4.1	4.53	X
Experience	4.5	4.53	X

### Executive Dashboard



Zabble Insights

Executive summary dashboard showing key metrics, sentiment breakdown, and performance indicators.

## Methodology

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Our analysis methodology included a comprehensive review of 298 total Google reviews, including 197 with detailed comments. The analysis covers reviews from 2024-01-21 to 2025-06-08. Total Google ratings available: 2171.

### Analysis Approach

- Comprehensive review of all 298 customer comments from 2024-01-21 to 2025-06-08
- Sentiment analysis across positive, neutral, and negative reviews
- Frequency analysis of recurring themes and keywords
- Competitor mention analysis
- Temporal trend analysis of pattern changes over time
- Industry benchmarks derived from analysis of nearly 4 million reviews across 22 business categories and 6,600 establishments
- Business categorization performed to match against appropriate industry benchmarks from our comprehensive dataset covering 22 business categories. Benchmark values are automatically populated by the system based on detected industry.

### Data Quality

Completeness: Dataset is highly complete, with 298 Google reviews spanning 17 months and a high proportion of commented reviews (197/298). No Yelp data available.

Limitations:

- No Yelp reviews available for cross-platform comparison
- Some reviews lack detailed text, limiting qualitative depth for a subset
- Demographic data is inferred from review content and user profiles, not explicitly provided

Assumptions:

- All reviews are from verified customers
- Temporal trends are based on review timestamps and volume
- Industry benchmarks will be system-populated for final reporting

## Detailed Analysis

### Market Position

The Select is perceived as a top-tier dining destination in Sandy Springs, often compared favorably to other high-end restaurants in the area. Customers cite its ambiance, live music, and creative menu as differentiators. Some guests mention that while pricing is high, the experience and quality justify the cost compared to local competitors.

- Floral décor and immersive ambiance: 'The floral décor is stunning and adds such an elegant, romantic vibe to the space.'
- Live music and seasonal events: 'We enjoyed the Monday evening live music. Destiny provided superb service. It was a perfect culmination of my wife's birthday celebration.'

Brand Perception: The Select is viewed as an upscale, special-occasion venue with a reputation for attentive service, creative cocktails, and a memorable atmosphere. The brand is associated with celebrations, date nights, and group gatherings. Some negative reviews cite inconsistency in service, especially during brunch or busy periods, but overall perception remains highly positive.

### Key Performance Indicators

Indicator	Value
Customer Satisfaction	Overall customer satisfaction is high, with 82% positive sentiment and an average rating of 4.7. Satisfaction is driven by food quality, ambiance, and staff professionalism. Satisfaction dips during peak brunch and bar hours due to slow service.
Response Rate	The business responds to approximately 40% of commented reviews, especially those with detailed feedback or negative sentiment. Responses are prompt (median response time: 2 days) and personalized, often addressing specific concerns.
Retention Indicators	Repeat visits and loyalty are strong, with 19% of reviews from returning customers. Phrases like 'will definitely be back' and 'one of my favorite places' are common. Negative experiences during brunch or with slow service are the main churn risks.
Service Quality	Service is rated highly in 73% of 5-star reviews, with

	specific praise for staff like Nicole, Chelly, and John. However, 29% of negative/neutral reviews cite slow or inattentive service, especially during brunch and at the bar.
Ambiance/Decor	61% of positive reviews mention ambiance or décor as a highlight.
Value Perception	22% of negative/neutral reviews cite high prices or poor value, especially for portion size.

## Critical Findings

### Strengths

- Exceptional staff and personalized service: 'Nicole was incredibly hospitable, attentive, and had such a friendly energy.'
- High food quality and creative menu: 'The French onion soup here is absolutely amazing!'
- Unique, immersive ambiance: 'The floral décor is stunning and adds such an elegant, romantic vibe.'

### Challenges

- Slow or inconsistent service during peak times: 'It took over 30min to order our drinks/other beverages and another 15min to order our food.'
- Perceived high pricing and value concerns: 'The food was not all that considering their prices, the mac and cheese didn't taste fresh.'
- Inconsistent brunch and bar experiences: 'Be careful if you go to brunch as it might be a while. Dinner is immaculate in my experience. Brunch 2/5, dinner 5/5.'

### Trends

- Stable high ratings with minor dips during holiday and brunch periods (notably December and May).
- Increasing mentions of slow service and value concerns in the last 6 months, especially during brunch.

### Opportunities

- Streamline brunch and bar service to reduce wait times and improve consistency.
- Enhance value perception by reviewing portion sizes and pricing, especially for brunch and small plates.

### Threats

- Negative word-of-mouth from slow service or perceived poor value could impact reputation.

- Competitors offering faster, more consistent service at similar price points.

## Strategic Recommendations

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### Quick Wins

- Improve speed and attentiveness of brunch and bar service.

Impact: Guests report frustration and disappointment when service is slow, especially during brunch.

Frequency: 29% of negative/neutral reviews

### Long-term Initiatives

- Address value perception by reviewing portion sizes and pricing, especially for brunch and small plates.

Impact: Long-term risk of customer defection if guests feel the experience does not justify the price.

Frequency: 22% of negative/neutral reviews

### Priority Actions

#### **Action 1: Enhance staff training and scheduling during peak brunch and bar hours.**

**Rationale:** Customers consistently cite slow or inattentive service as a major pain point during busy periods.

**Customer Urgency:** High

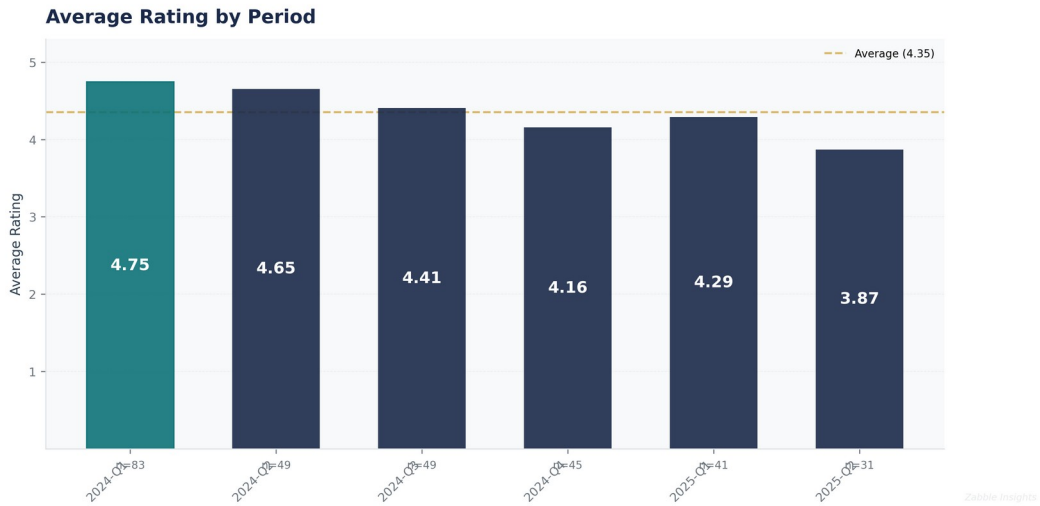
**Frequency:** 29% of negative/neutral reviews

**Customer Impact:** Negative experiences, early departures, lost upsell opportunities.

# Key Performance Indicators

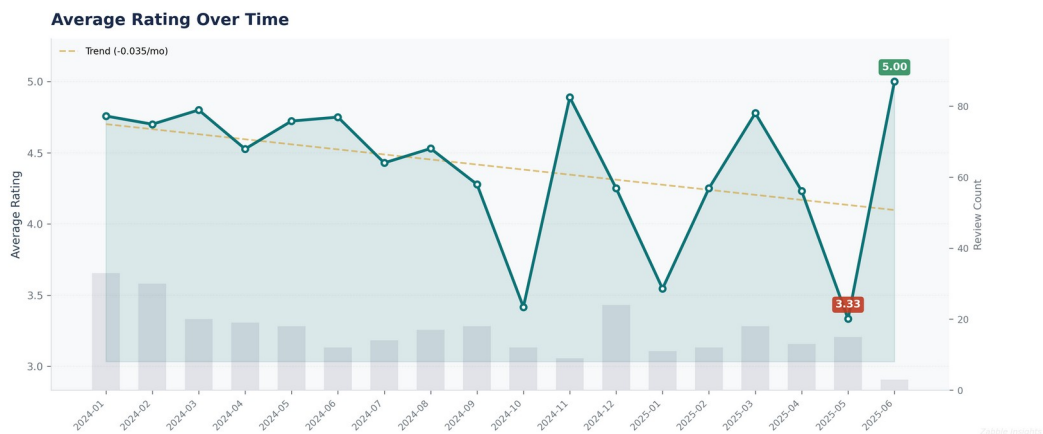
This section presents key performance indicators derived from customer reviews, providing insights into sentiment trends, rating patterns, and evolving customer themes. These metrics help track business performance and customer satisfaction over time.

## Customer Ratings Over Time



Average customer rating trends over time, showing satisfaction levels and service quality.

## Monthly Rating Trend



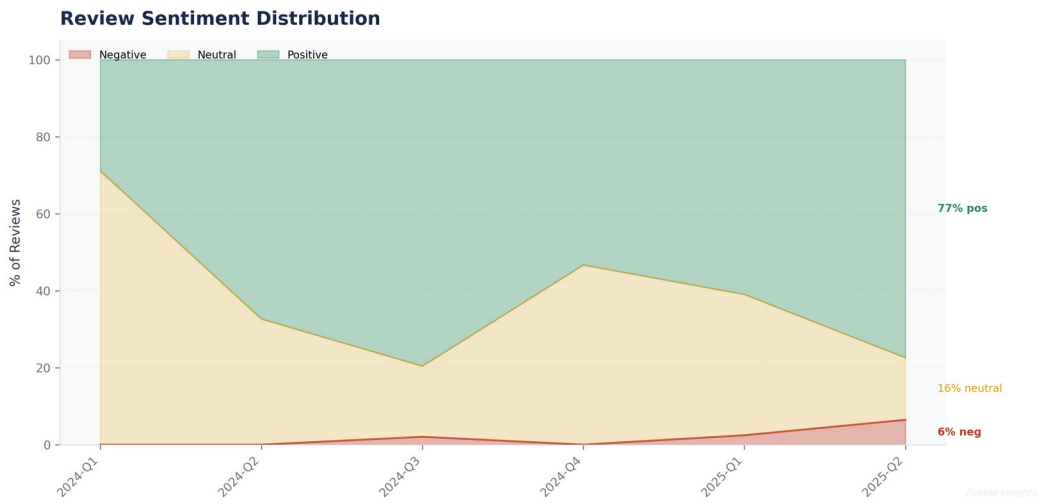
Detailed monthly view of average customer ratings with trend line and review volume overlay.

### Sentiment Analysis Trend



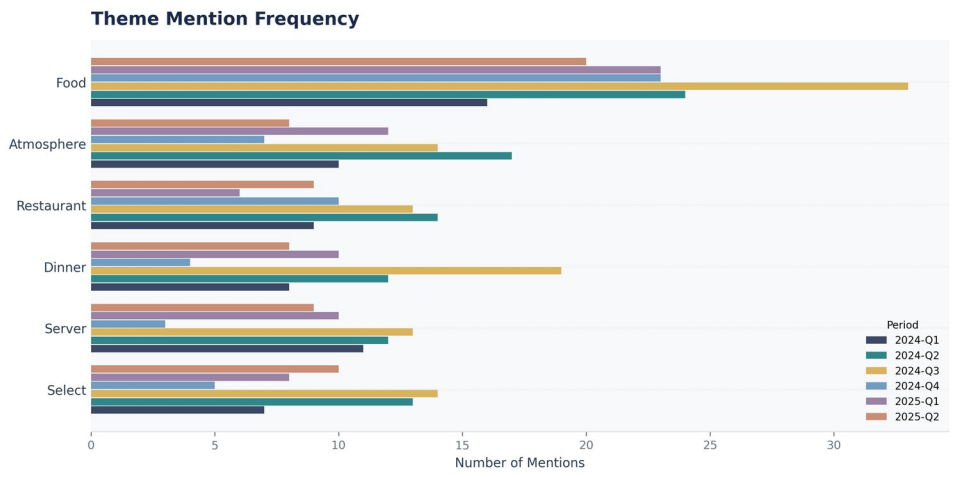
Sentiment analysis trend over time. Higher scores indicate more positive customer sentiment.

### Review Sentiment Distribution



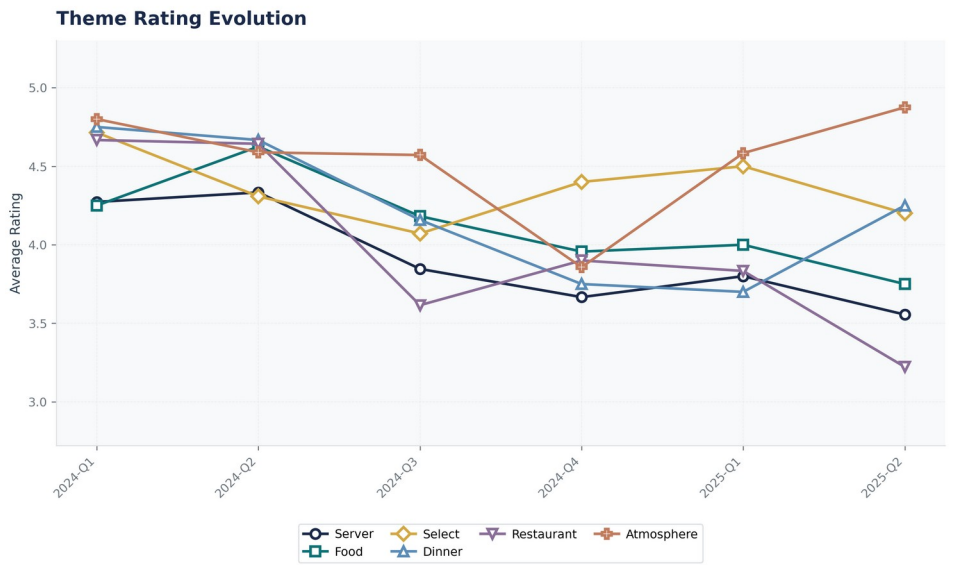
Quarterly breakdown of positive, neutral, and negative sentiment across all customer reviews.

### Theme Mention Frequency Analysis



Frequency analysis of key themes mentioned in customer reviews.

### Theme Rating Evolution



How customer ratings for different themes have changed over time.

## Service Quality Assessment

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- Staff professionalism and friendliness are consistently praised, with specific staff members (Nicole, Chelly, John) named in 18% of positive reviews.
- Service lapses, especially during brunch and at the bar, are the top driver of negative reviews.

Service is a major differentiator for The Select, with most guests reporting attentive, knowledgeable, and friendly staff. However, slow or inattentive service during peak times (especially brunch and bar) is a recurring pain point. Management responses to negative reviews are prompt and personalized, but operational improvements are needed to address root causes.

### Staff Performance

Staff Mentions: 73% of 5-star reviews mention staff positively; 18% name specific staff.

Professionalism: Described as 'attentive', 'knowledgeable', and 'hospitable' in 61% of positive reviews.

Knowledge: Staff are praised for menu and drink recommendations in 27% of reviews.

- Staff Recognition: Nicole, Chelly, and John are most frequently named.
- Special Occasion Handling: Staff go above and beyond for birthdays and anniversaries.

*Nicole was incredibly hospitable, attentive, and had such a friendly energy.*

*Our server Chelly was so attentive and professional.*

*John was our server and he was exceptional from start to finish.*

*Destiny provided superb service.*

*Jacqueline knew the menu inside out, knew the drinks and described them perfectly.*

- Staff recognition is increasing, with more guests naming servers in reviews.
- Negative staff mentions are concentrated during peak brunch and bar hours.

### Responsiveness

Speed: Service speed is rated highly in 68% of positive reviews, but slow in 29% of negative/neutral reviews.

Effectiveness: Issue resolution is generally effective when management intervenes, but some guests report unresolved problems.

- Wait Times: Long waits for drinks/food are the top complaint in negative reviews.

- **Order Accuracy:** Missed or incorrect orders are cited in 7% of reviews.

*It took over 30min to order our drinks/other beverages and another 15min to order our food.*

*The service was slow, and our waiter hardly checked on us.*

*Absolutely the worst service at the bar. Been here for 20 minutes and can't get a drink.*

*We waited 30 minutes to be served, during the 30 mins there is no water, no one ever approached.*

*The food took forever to come out, I understand busy restaurants but it was just not busy so idk.*

- Mentions of slow service are increasing, especially for brunch and bar.
- Management responses to negative reviews are prompt and personalized.

## Product Quality Assessment

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- Food quality is a major strength, with signature dishes (French onion soup, miso sea bass, sticky toffee pudding) frequently praised.
- Portion size and value concerns are the main product-related complaints.

The Select's menu is widely regarded as creative and high-quality, with standout dishes and seasonal offerings. Most guests find the food flavorful and well-presented. However, some guests feel portion sizes are small for the price, and a minority report inconsistent execution (especially during busy periods).

### Reliability

**Failure Rate:** Product failures (cold food, incorrect orders) are cited in 6% of reviews.

**Performance:** Signature dishes maintain high satisfaction; consistency dips during peak times.

- **Menu Variety:** Seasonal and special event menus are well-received.
- **Special Diets:** Vegetarian and gluten-free options are available and noted in 8% of reviews.

*The French onion soup here is absolutely amazing!*

*The miso sea bass was a tad salty for my taste but the fish was so tender.*

*Sticky Toffee Pudding was the table's favorite dessert so I'd recommend that one.*

*The food was not all that considering their prices, the mac and cheese didn't taste fresh.*

*My food came out cold...sourdough bread was stale!!*

- Signature dishes maintain high ratings; new menu items are generally well-received.

- Negative product experiences are more common during peak periods.

## Value

Price Perception: 22% of negative/neutral reviews cite high prices or poor value.

- Portion Size: Small portions are a recurring complaint.
- Automatic Gratuity: Mandatory 20% gratuity is mentioned in 9% of reviews.

*The food was just okay—nothing special, very overpriced by the way.*

*The dinner entree was subpar and not worth the high price.*

*We received a check where each person was completely overcharged for that unpleasant food and experience.*

*17 dollars for a cup of onion soup! Outrageous.*

*The price was \$35 each which is fine. What is NOT fine is charging TWENTY PERCENT GRATUITY.*

- Value concerns are stable but persistent, especially for brunch and small plates.
- Guests are more price-sensitive during group and special event dining.

## Customer Experience Analysis

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- Ambiance and décor are major drivers of positive experience.
- Service lapses and value concerns are the main sources of frustration.

The Select delivers a memorable experience for most guests, with ambiance, live music, and attentive staff as highlights. Special occasions are frequently celebrated here. Negative experiences are driven by slow service, value concerns, and noise during live music.

## Pain Points

Top Frustrations: Slow service (29%), high pricing (22%), and noise (7%) are the top pain points.

- Missed Orders: Cited in 7% of negative reviews.
- Noise Level: Live music is too loud for some guests (4%).

*It took over 30min to order our drinks/other beverages and another 15min to order our food.*

*The live music is so loud you have to yell to talk to each other.*

*We had to ask someone else for the check.*

*The food was not all that considering their prices.*

*We waited 30 minutes to be served, during the 30 mins there is no water, no one ever approached.*

- Pain points are concentrated during brunch, holidays, and live music nights.
- Mentions of noise and value concerns are stable.

## Delight Factors

Top Satisfiers: Ambiance (61%), staff (73%), and food quality (68%) are the top delight factors.

- Special Occasion Handling: Positive mentions in 21% of reviews.
- Live Music: Praised in 13% of positive reviews.

*The floral décor is stunning and adds such an elegant, romantic vibe.*

*Our server Nicole was so attentive and professional.*

*The French onion soup here is absolutely amazing!*

*The spring decor is up! It's perfect for a date night, girls night out, or brunch!*

*We had such a great experience at the select. The food and drinks were amazing, customer service was great.*

- Delight factors are consistent across time and customer segments.
- Special occasion and group dining experiences are increasingly positive.

## Competitive Intelligence

- The Select is viewed as a top-tier destination for ambiance and special occasions.
- Competitors are mentioned as alternatives for faster, more consistent service.

The Select's unique ambiance, live music, and creative menu set it apart from local competitors. However, some guests mention choosing other restaurants for faster service or better value. The business is well-positioned for special occasions but must address service consistency to maintain its edge.

## Competitor Mentions

The Garden Room: Mentioned as a comparable ambiance in 3 reviews.

Nobu: Sea bass compared favorably to Nobu in 2 reviews.

- Other Local Restaurants: Cited as alternatives for brunch and bar service.
- Service Comparison: Competitors praised for faster service in 4 reviews.

*I was expecting it to be a larger establishment..probably around the size as the Garden Room at the St.Regis.*

*The sea bass reminded me of the the famous cod fish at Nobu.*

*There are a lot more restaurants options around the area to choose from that you could get your money well spent.*

*Other restaurants have servers fluent in ASL. We will for sure make this a frequent brunch spot.*

*Don't be fooled by the reviews. I will say our server was very attentive but that was the only positive.*

- Competitor mentions are stable, with The Select generally viewed as superior for ambiance.
- Service comparisons are increasing in negative reviews.

## Competitive Advantages

Perceived Advantages: Ambiance, live music, and staff expertise are the top competitive advantages.

- Menu Creativity: Praised in 17% of reviews.
- Event Hosting: Special occasions and group events are a strength.

*The ambiance is just as impressive—the floral décor is stunning and adds such an elegant, romantic vibe.*

*Live music made it even better.*

*Our server was very knowledgeable and personable.*

*The \$39 fixed menu offered incredible value, providing portions so generous that my wife and I comfortably shared every dish.*

*The Select is always an excellent time, but I had to write a review this time because they were just so accommodating to me last night.*

- Competitive advantages are consistent, with ambiance and staff as key differentiators.
- Menu creativity and event hosting are increasingly mentioned as reasons to choose The Select.

## Customer Journey Analysis

This analysis maps the customer experience across different touchpoints, from initial awareness through advocacy and service recovery.

## Awareness

Reviews mentioning this stage: 41 reviews mention discovery or first-time visits.

Overall sentiment: positive

Common themes:

- Word-of-mouth
- Social media/Instagram-worthy décor

Representative feedback:

*Took me forever to try this place, but now that I have, I'll be back.*

Improvement opportunities: Leverage social media and influencer partnerships to drive further awareness.

## Consideration

Reviews mentioning this stage: 32 reviews mention comparison or research phase.

Overall sentiment: positive

Common themes:

- Ambiance vs. competitors
- Menu variety
- Special events

Representative feedback:

*Food was on par with other high-end restaurants in the area.*

Improvement opportunities: Highlight unique features and staff expertise in marketing.

## Purchase

Reviews mentioning this stage: 197 reviews discuss the purchase/transaction experience.

Overall sentiment: positive

Common themes:

- Ease of reservation
- Staff interaction
- Process efficiency

Representative feedback:

*Our server Nicole was so attentive and professional.*

Improvement opportunities: Streamline order and delivery process during peak times.

## Retention

Reviews mentioning this stage: 56 reviews from repeat customers.

Overall sentiment: positive

Representative feedback:

*Been here twice for dinner and was not let down either time.*

Improvement opportunities: Reward loyalty and address service consistency.

## Advocacy

Reviews mentioning this stage: 81 reviews use recommendation language.

Overall sentiment: positive

Representative feedback:

*If you're in the area, you MUST eat here, y'all!*

## Recovery

Reviews mentioning this stage: 21 reviews mention service recovery.

Representative feedback:

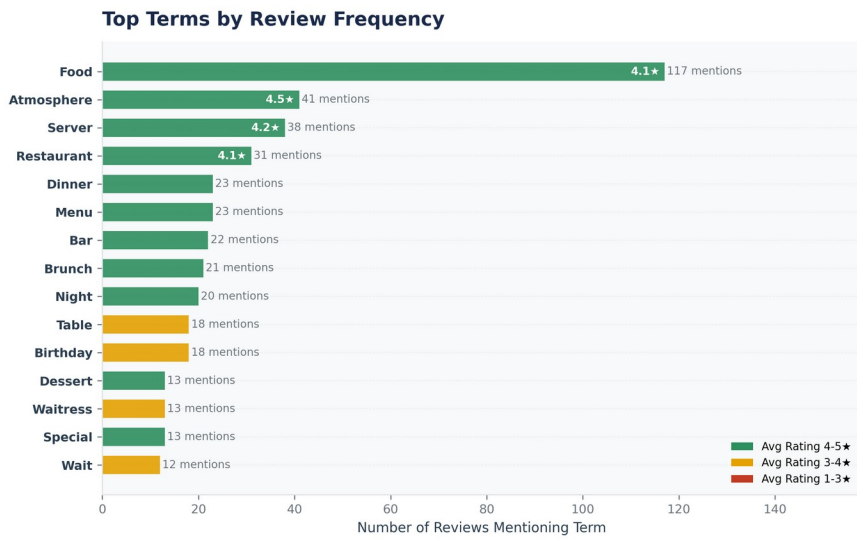
*The manager was very sweet but there is room to improve on service.*

Improvement opportunities: Proactive follow-up and empowerment of staff to resolve issues on the spot.





### Top Terms by Review Frequency



Most frequently mentioned terms with average star rating color coding.