



Tablet Test Launch: Customer Survey Results & Next Steps

Summary

Our team successfully test launched the Tablet rollout at 2 of the Sauce & Spoon locations. We achieved this rollout after working with our consultant Seydou to research and select a tablet system, and then worked with both our in-house team and out-of-house vendor Terrific Tablets to design content for the tablets and have them integrated with our current POS software.

After completing 2 rounds of training, we performed a test launch where 50 customers engaged with the tablets, and then completed a digital survey afterwards.

Overview

The survey was designed to collect data on customer satisfaction. We hoped to answer questions like:

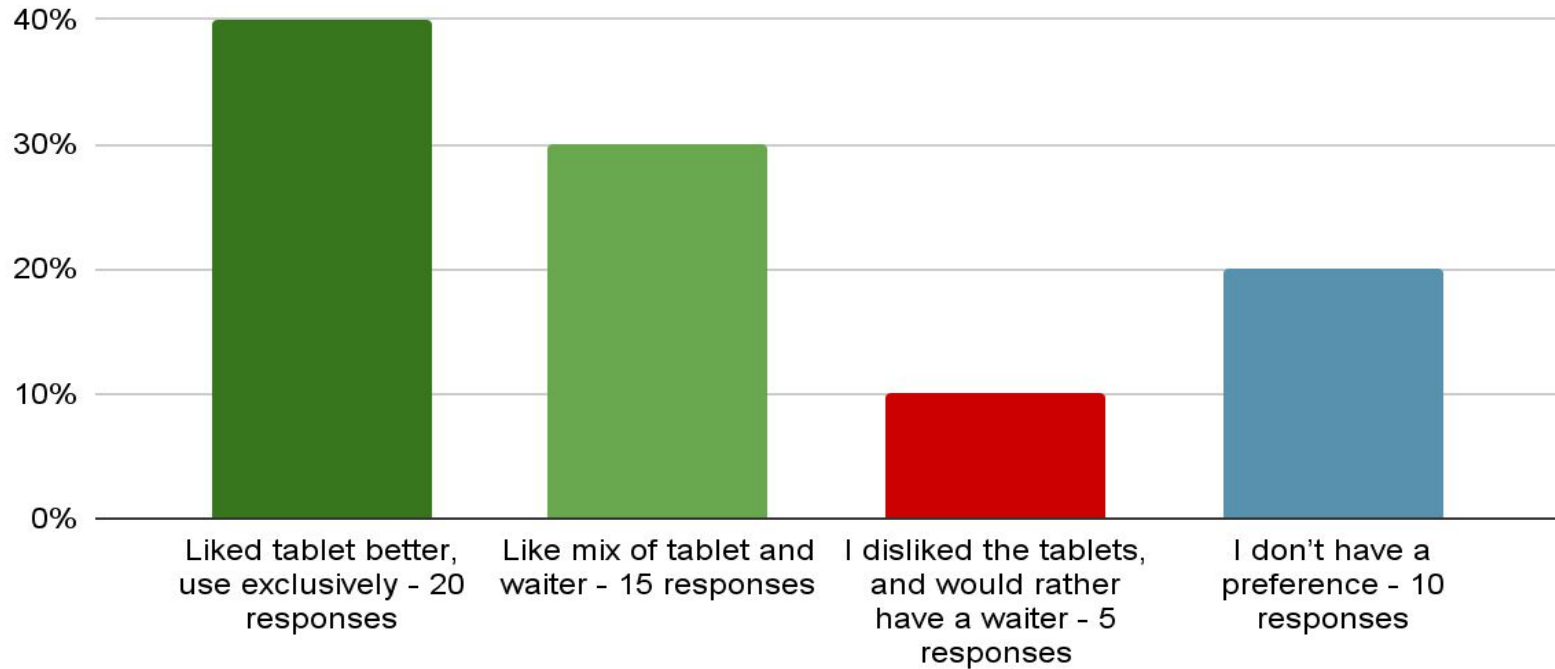
- Are the customers having a better dining experience with the tablets?
- Are the tablets saving time?
- Do the tablets work as expected?
- Are the customers receiving the correct orders?

Through consulting experts, looking at past projects, and conducting research we determined indicators include results such as:

- The average ticket time is 8 minutes or less for appetizers and 12-15 minutes for entrees.
- Average checkout time for guests is 1 minute or less.
- Less than 5% of customers who use tablets report technical issues each week.
- 98% of customers receive the correct order.

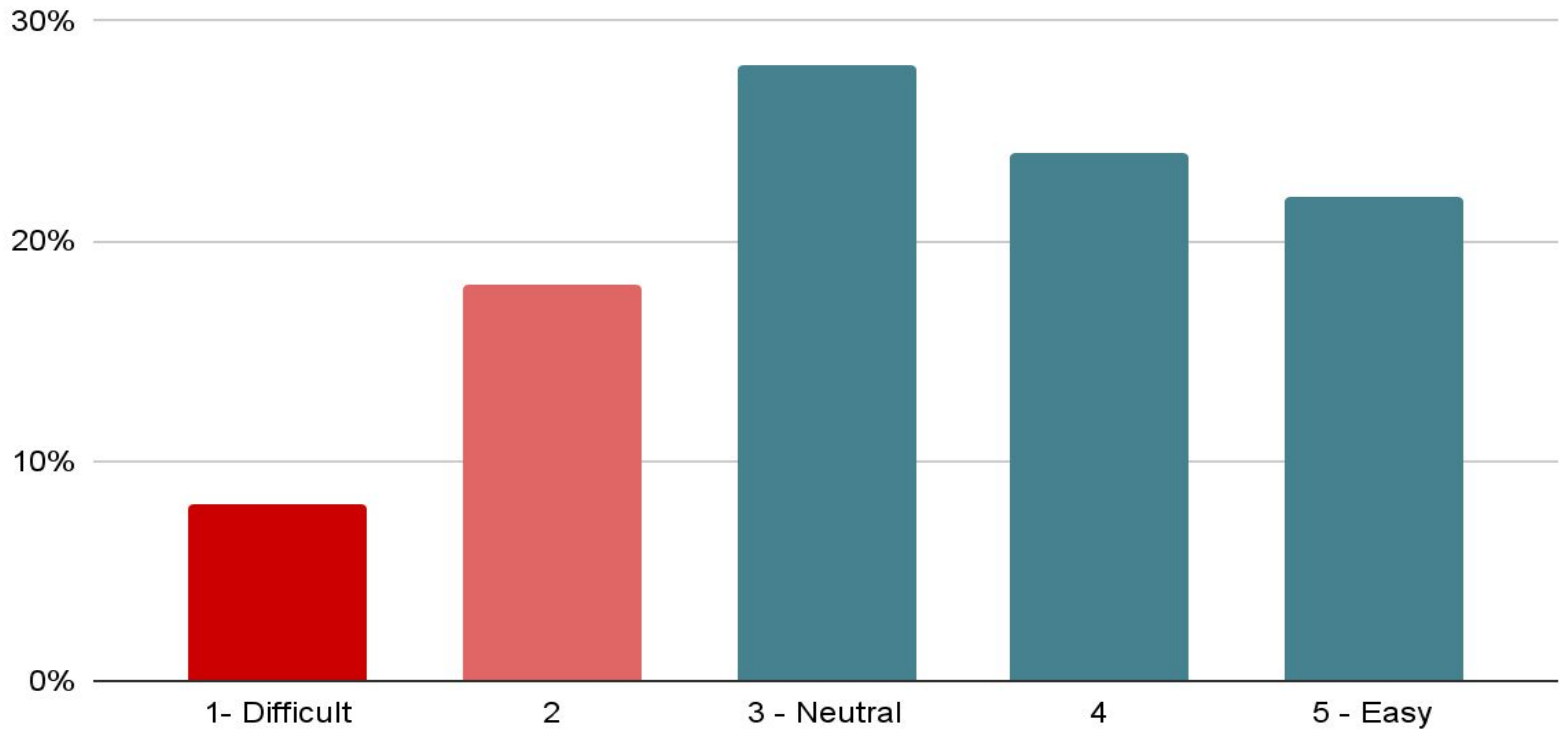
Findings

How would you rate this experience vs. a traditional experience with a waiter?



Findings

How easy was it to order directly from the menu on the tablet?



Next Steps

28% of customers responded that the kitchen did not prepare their order correctly.

Some comments were:

- “Wrong entree was brought out”
- “Didn’t leave off the parsley”
- “Didn’t leave off the cheese”
- “Didn’t make the substitution I wanted”
- “Entree was overcooked”
- “I asked for a side of fries and got mashed potatoes”

Recommendations:

1) Training on how to introduce software for kitchen staff

The point of the tablets was to increase accuracy of orders, and having the wrong order come to their table negatively impacts their impression of the new tablets. I want to hold another short training on how to introduce the tablet with the BOH staff.

Next Steps

14% of customers responded having a neutral experience with the tablet and **14% having a negative experience.**

1) Training on how to introduce software for servers:

Someone's first exposure to a new technology and a new way of experiencing dining in your business is key to their impression of the tablets. I want to hold another short training on how to introduce the tablet with the servers, and send out an email to all wait staff where they can ask questions on the tablets anonymously that will be answered by myself, Deanna, and Seydou.

2) Adjust Tablet layouts:

Deanna and I need to reassess the layout of the tablet pages, and reorganize and adjust where needed. For example, the menu page first, instead of an introduction message where steps are needed to view the selections. Once a plan is ready, we will schedule a time with Terrific Tablets to update the tablets' layouts.