



Tablet Test Launch: Customer Survey Results & Next Steps

Summary

Our team successfully completed the test rollout for the tablet launch at 2 of the Sauce & Spoon locations. We achieved this release after working with our consultant, Seydou, to research and select a suitable tablet system. Seydou worked with both our in-house team and our third-party provider, Terrific Tablets, to design the content for the tablets and integrate them into existing point-of-sale software.

After completing two rounds of training, a test launch was conducted in which 50 of our customers used the tablets. At the end of their experience, our customers completed a digital survey.

Overview

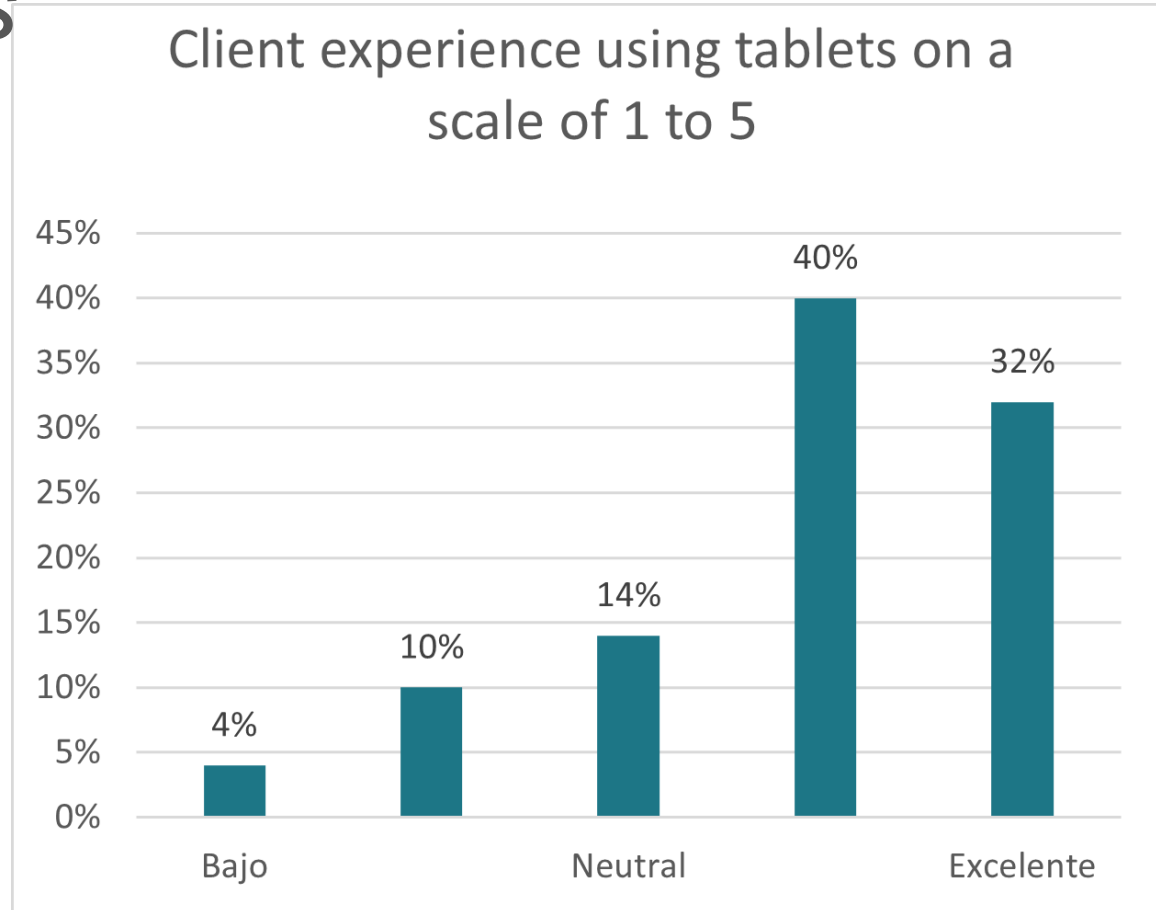
The survey was designed to collect data on customer satisfaction, where we hoped to answer questions such as:

- *Do customers have a better dining experience with tablets?*
- *Do tablets save time?*
- *Do the tablets work as expected?*
- *Do customers receive the correct orders?*

By consulting experts, reviewing past projects, and conducting research, the indicators included outcomes such as:

- *The average ordering time is 8 minutes or less for appetizers and 12-15 minutes for entrees*
- *The average customer checkout time is one minute or less.*
- *Less than 5% of tablet customers report technical problems each week.*
- *98% of customers receive the correct order.*

Findings



Next Steps

14% of customers reported having a negative experience with the tablets. This could be due to a combination of factors, which need to be analyzed and targeted to improve overall satisfaction.

The first point to consider:

Training on how to get servers used to using the software: 10% of customers reported being misinformed about the tablet by their servers. When exposing someone for the first time to new technology and a new dining experience, the first impression has to be excellent as the customer gets used to the tablet.

I would like to do a new training, focusing on how to introduce the tablet, as well as emailing all service staff and opening the floor to anonymously ask questions, which will be answered by Deanna, Seydou, and myself.

Next Steps

The second point to consider:

Adjust tablet layouts:

22% of respondents reported a somewhat difficult or difficult experience navigating the tablet system.

Deanna and I need to reevaluate the layout of the tablet pages, rearranging and adjusting where necessary.

For example, the menu page must appear first, rather than an introductory message to see the selections. Once the plan is ready, we will schedule an appointment with Terrific Tablets to update the tablet designs.