Tablet Rollout Test Launch Findings

Summary

Welcome stakeholders. We have now successfully launched our tablet rollout initiative at both our North and Downtown locations. Our team did a wonderful job on collaborating, planning, and executing this rollout. During this initiative, we had several goals and desired outcomes such as:

- Procure tablets
- Implement new tablet system with existing POS
- Train staff on new system
- Gather feedback from customers

Overview

The purpose of this test run is to gather feedback and vital information for the implementation of our new tablet software. The results will enable us to discover what was successful but also what we need to improve on before launch day. The upcoming findings is based on 50 customers that were surveyed in both our test run locations.

Metrics we want to gather:
- Average time it takes to receive food order
- Waiting staff demonstration to customers
- Overall tablet user experience
- Tablet operating performance

Findings

Positive Takeaways
- Overall, 72% of our customers found the whole tablet experience to be positive!
- An overwhelming 9 out of 10 customers felt our waiters instructions went well to very vell!
- Table turn time for over half of all orders were less than 20 minutes!
- 88% of tablets had no technical issues

Needs Improvement
- Ordering issues, wrong entree was sent out
- Only 8% of customers signed up for the Birthday Club

Food Order Wait time

56%	30%	12%		
0-20 min	21-30 min	31-40 min	41-50 min	50+ min
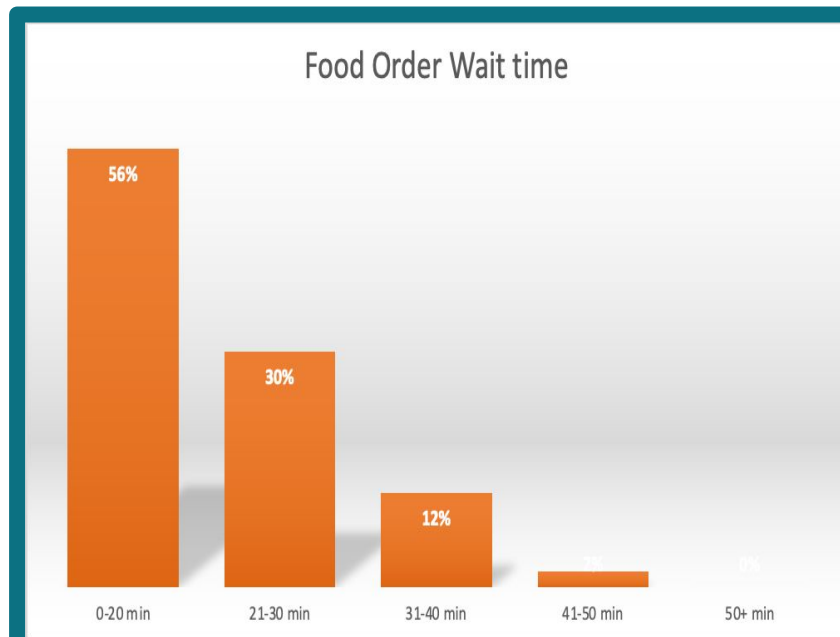
Next Steps

Identify what is causing the wrong orders to be sent. The new tablet and POS systems should be working properly and remove any miscommunication between customer orders and the orders the kitchen receive. We can run more tests and confirm both systems are synchronized and the correct order is processed. Also, we can train our staff to make sure customers are properly using tablets and answer any questions.

Next Steps

In addition, based on the survey, 10% of customers still prefer a traditional ordering experience. As a result, we should give the customer the option of solely using the tablet, having a waiter, or a mixture of both. This way, we can cover all our bases and ensure a positive customer experience.