

Sauce & Spoon Tablet Rollout

Impact Report



Executive Summary

Sauce & Spoon wants to launch a pilot rollout of tabletop menu tablets at two of our restaurant locations, Sauce & Spoon North and Sauce & Spoon Downtown. The project includes researching and selecting a tablet and vendors, adding a revamped menu and special features to the tablets, training staff, and installing them at the bars of 2 locations. The system will be rolled out at the beginning of quarter 2 in April, and monitored through the end of June to gauge success.

Methodology: We used a waterfall approach for the entire project, with aspects of the Agile mentality applied, like preparing for changes and staying flexible with our schedule and budget.

Accomplishment Summary

- We reduced the average table wait time to under 10 minutes.
- We eventually reduced table turn time by 30 minutes.
- The average tablet checkout time has stayed at one minute or less.
- Achieved less than 5% of customer's reporting technical issues each week.
- Increased daily guest count by over 20% at the Downtown location.
- We just succeeded in reducing food waste by 25%.

Customer Satisfaction: Pilot

Q. On a scale of 1-5, please rate your experience with the tablet overall.



This pie chart illustrates the results from the post-pilot survey.
72% of respondents indicated a customer satisfaction score of 4 or 5.

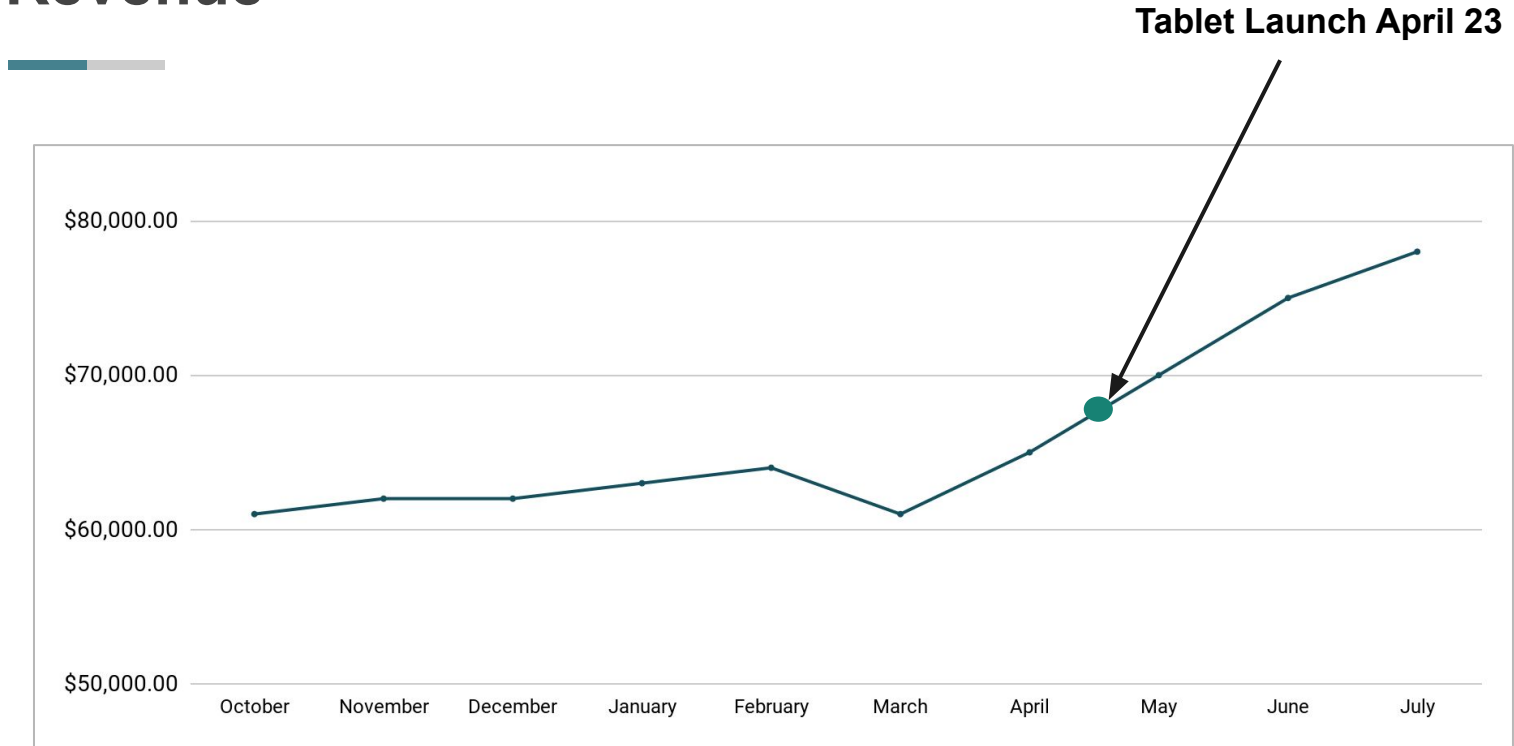
Customer Satisfaction: Launch

Q. On a scale of 1-5, please rate your experience with the tablet overall.



This pie chart illustrates the results from the post-launch survey. 86% of respondents indicated a customer satisfaction score of 4 or 5. This is a 14% increase.

Revenue



This is a chart of Sauce & Spoon revenue, showing that after tablet implementation, revenue increased. July revenue was up to 20% over April's monthly revenue.

What Worked: Key Accomplishments

Decreased table turn time

- Implementation of the tablets increased the average daily guest count by 10%.
- Tablets also decreased wait time by 30 minutes.

Decreased food waste

- Tablets identified who was receiving an incorrect order.
- Kitchen staff has taken the initiative to correct orders and decrease food waste by 50%.

Increased customer satisfaction

- After the pilot, customer satisfaction was at 72%.
- Once we implemented improvements based on feedback, customer satisfaction increased to 86%.

Increased sales

- Our monthly revenue has increased steadily since the tablet rollout, upwards of 20% since September/pre-rollout.
- Tablets also helped boost revenue during the holiday season.

Next Steps: Looking Forward

- Plan for the rollout to the rest of Sauce & Spoon's locations.
- Continue to monitor and update installed tablets.
- Work to get Riverfront location to increase guest count by over 20%.
- Continue to improve order accuracy
- Continue to generate surveys and solicit guest feedback.

Next Steps: Initiative & Action

Initiative	Action	Date
Implement tablets in more locations	Create new project plan for new location installation	Q2
Continue to track customer experience and satisfaction	Continue surveying/ gathering data through various means	Ongoing
Expand tablet features	Investigate new features like social media integration, reservations, videos, etc.	Q4

Lessons Learned

- Our guests seemed to have some trouble with the navigation, so we switched to a layout that they find much simpler.
- After struggling to reduce table turn time, we worked with the general managers on training and getting waitstaff to be more aware of guest pacing. This allowed us to eventually reduce turn time by the desired 30 minutes.
- Our cash payment system is still leaving customers frustrated, and we implemented more registers and retrained staff to address the issue.