Tabletop Rollout pilot

Milestone: tabletop menus pilot launched

How <u>did</u> we do it?

- Set up the bar area at Downtown and North locations
- Crafted a new menu for the launch and installed add-ons to the tablets
- Implemented "Train-the-trainer" model to introduce the tablets to staff
- Gathered 50 participants between close family and friends for the pilot (a mocked restaurant shift)
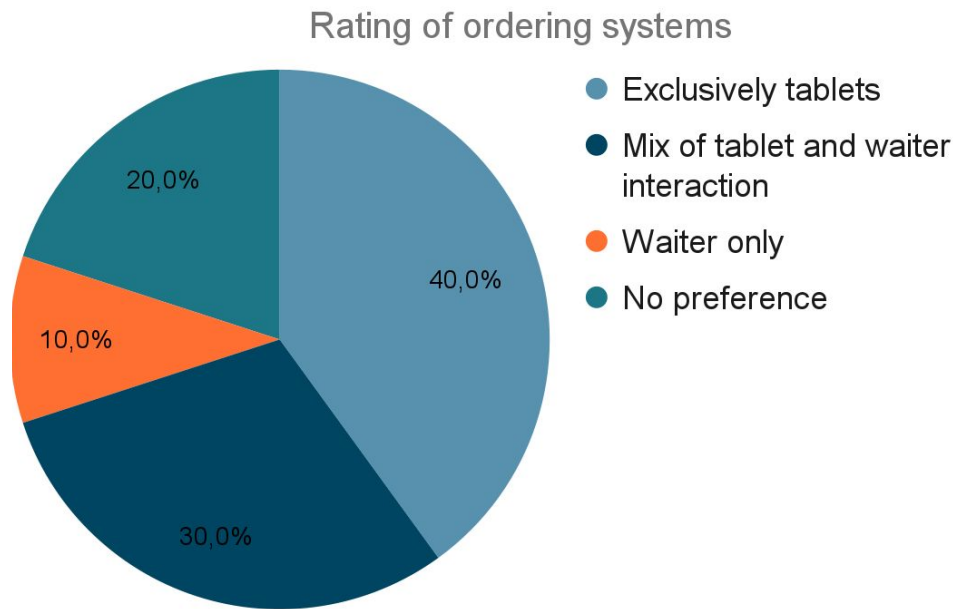
Quality and Evaluation

How <u>well</u> did we do?

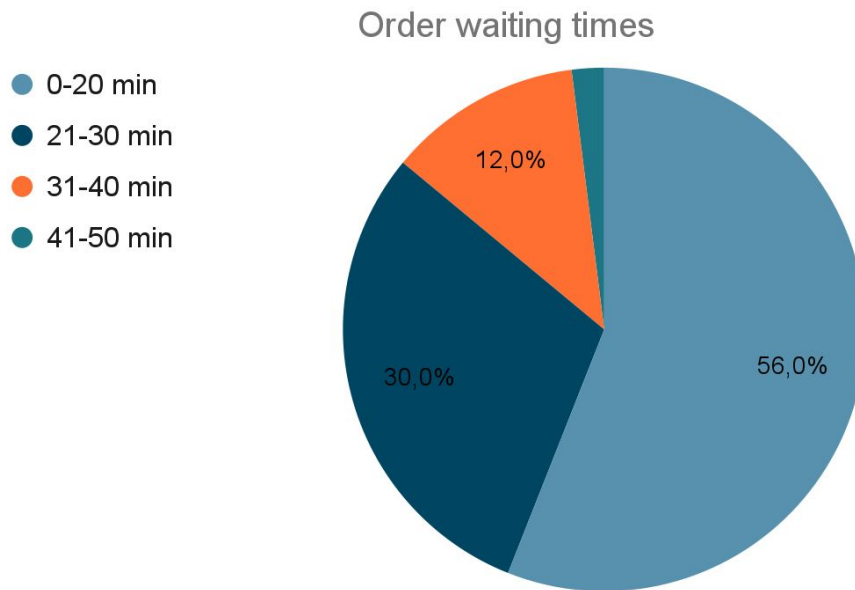All participants were presented with a customer satisfaction survey after the experience, focusing on:

- Menu popularity
- Waiting and ticketing times
- Ordering efficiency
- Payment strategy
- Overall acceptance of the interface

Findings

Rating of ordering systems

- Exclusively tablets
- Mix of tablet and waiter interaction
- Waiter only
- No preference

40,0%

30,0%

10,0%

20,0%

72% of the customers (combined) prefers to interact with tablets either exclusively or accompanied with waiter assistance

Findings

Order waiting times

- 0-20 min
- 21-30 min
- 31-40 min
- 41-50 min

56,0%
30,0%
12,0%

More than half of the customers claim their waiting time to get their food after ordering through the tablets was under 20 min

Next Steps

Survey findings:

14% orders received were incorrect

Recommendations:

#1 Improve digital-to-kitchen synchronization by integrating digital ordering with a central Kitchen Display System
#2 establish a standardized protocol for QA before dispatching plates

Next Steps

Survey findings:

technical issues with tablets (glitches, screen freezing)

Recommendations:

#1 refine QA checkpoints for tablets functionality between customers
#2 acquire back-up tablets