

Sauce and Spoon Test Launch Customer Survey Results

We conducted a survey for the 50 customers that participated in our test launch. For the test launch, we asked the customers to engage with the newly implemented tablets, as if they were participating in a typical restaurant experience. The customers were sent a digital survey after their experience ended.

In the results below, you will see the total number of people who selected each possible response and, where applicable, what percentage of the total respondents they represent.

Survey results:

1. During your visit, what did you order? Choose all that apply.

| | |
|------------|----|
| Drinks | 28 |
| Appetizers | 41 |
| Dinner | 50 |
| Dessert | 35 |

2. Did you use the tablet to put in multiple orders while you were dining?

| | | |
|-----|----|-----|
| Yes | 18 | 36% |
| No | 32 | 64% |

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

| | | |
|-------------|----|-----|
| 1 - Lacking | 2 | 4% |
| 2 | 5 | 10% |
| 3 - Neutral | 7 | 14% |
| 4 | 20 | 40% |
| 5 - Great | 16 | 32% |

4. How well did your waiter instruct you how to use the tablet?

| | | |
|--------------|---|-----|
| 1 - Not well | 5 | 10% |
| 2 | 7 | 14% |



| | | |
|---------------|----|-----|
| 3 - Very well | 38 | 76% |
|---------------|----|-----|

5. On a scale of 1-5, how easy was it to use the tablet navigation?

| | | |
|---------------|----|-----|
| 1 - Difficult | 2 | 4% |
| 2 | 9 | 18% |
| 3 - Neutral | 15 | 30% |
| 4 | 14 | 28% |
| 5 - Easy | 10 | 20% |

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

| | | |
|---------------|----|-----|
| 1 - Difficult | 4 | 8% |
| 2 | 9 | 18% |
| 3 - Neutral | 13 | 26% |
| 4 | 12 | 24% |
| 5 - Easy | 11 | 22% |

7. On average, how long did you wait for your table?

| | | |
|------------|----|-----|
| 0-5 min. | 6 | 12% |
| 6-10 min. | 7 | 14% |
| 11-15 min. | 10 | 20% |
| 15+ min. | 27 | 54% |

8. On average, how long did it take to receive your food order?

| | | |
|------------|----|-----|
| 0-20 min. | 28 | 56% |
| 21-30 min. | 15 | 30% |
| 31-40 min. | 6 | 12% |
| 41-50 min. | 1 | 2% |
| 50+ min. | 0 | 0% |

9. Did the kitchen prepare your order correctly?

| | | |
|-----|----|-----|
| Yes | 26 | 72% |
| No | 14 | 28% |

If no, what went wrong?

- Wrong entree was brought out
- Didn't leave off the parsley
- Didn't leave off the cheese
- Didn't make the substitute I wanted
- I asked for a side of fries and got mashed potatoes



10. How would you respond to the following sentence: "I found the checkout process quick, easy, and secure."

| | | |
|-------|----|-----|
| True | 41 | 82% |
| False | 9 | 18% |

If you don't agree with the above statement, why?

- I only had cash—didn't realize I couldn't use it so needed the waiter
- The tablet froze so it wasn't quick
- I wanted to pay in cash so the waiter needed to process it differently
- It would be faster with being able to just tap my phone

11. How confident are you in submitting your payment through a tablet?

| | | |
|--------------------|----|-----|
| 1 - Not at all | 2 | 4% |
| 2 | 4 | 8% |
| 3 - Neutral | 11 | 22% |
| 4 | 13 | 26% |
| 5 - Very confident | 20 | 40% |

12. Did you sign up for the newsletter on the tablet?

| | | |
|-----|----|-----|
| Yes | 39 | 78% |
| No | 11 | 22% |

13. Did you sign up for the Birthday Club?

| | | |
|-----|----|-----|
| Yes | 8 | 16% |
| No | 42 | 84% |

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

I liked the tablet experience better, and would like that going forward.

20 40%

I would like a mix of tablet ordering at the table and waiter interaction.

15 30%

I disliked the tablets, and would rather have a waiter.

5 10%

I found both experiences comparable and it doesn't matter either way.

10 20%

15. Did you have any technical issues with your tablet?

| | | |
|-----|----|-----|
| No | 44 | 88% |
| Yes | 6 | 12% |

If yes, please describe what went wrong.



- The screen froze
- It was glitchy
- It kept freezing but after the waiter did a reboot it was fine
- It froze up a couple times

16. Please tell us anything else about your experience with our new tablet ordering system:

- The tablets were fun!
- I liked the tablets - it felt like it got us through dinner faster
- I liked the video about Sauce & Spoon on the tablet
- The tablet was glitchy but it might've just been our table
- Please give us the option in the future of choosing a waiter
- The tablet were cool but I think we need to get used to them

