



Tablet Launch Summary

Summary

With the seamless support from the team we have successfully completed the installation of our new tablets at following locations:

1. Waterfront Branch - Bar area
2. Downtown Branch - Bar area

We did a test run with around 40 customers which were friends and family to understand user mindset.

Test run went well with minimalistic glitches.

This has enabled us with insightful data collected through a post dining survey conducted on the same day.

Overview

Insights needed on following aspects :

Usability of Tablets

- ☐ Ease of use
- ☐ Order frequency
- ☐ Navigation
- ☐ Promotions and Coupons
- ☐ Checkout efficiency

Customer dining experience

- ☐ Customer wait time
- ☐ Correct orders
- ☐ Total service time

Functioning of tablets

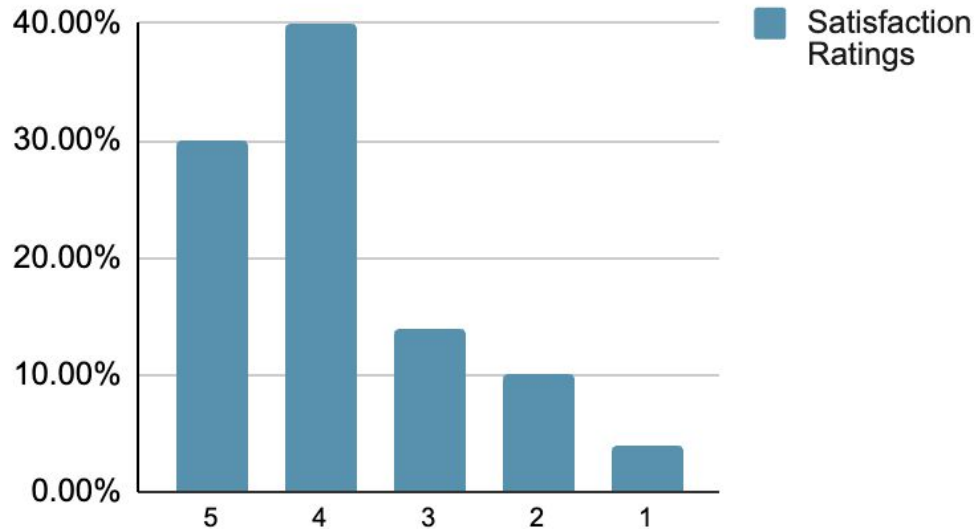
- ☐ Technical Glitches
- ☐ Battery Level
- ☐ Speed of Ordering

Findings

As we can see this tablet launch has gotten intended results in maximum areas.

Below is the distribution of customer satisfaction rating:

Customer Satisfaction Ratings



As we can see in the column chart

70% customers have rated their satisfaction between as 4 and 5

10-15% customers did have negative experience with tablet which will be considered for improvements

15% are neutral which can be converted to positive feedback with these improvements too

Next Steps

One major takeaway :

Customer do want to have a mix of Waiter plus tablet experience.

We need to plan our resources accordingly till customers get used to using tablets for this transition to go smooth.

Next Steps

As per the survey report people are not using tablets for multiple orders

Need to find reasons for that

Also has this impacted in decreasing order value

Need through data analysis on this and then plan of action