



Menu Tablets Survey Results

Summary

We conducted a survey with 50 customers and invited them to participate in our test launch and 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.

Most of the customers had a good experience, however there were certain technical issues, longer wait period and difficulty in the checkout process that needs to be addressed for the successful launch of this project.

Overview

The plan was to measure the customer satisfaction, functionality and ease of use for the tablets. For this, certain quality standards were established.

- *Quicker checkout*
- *Increased customer retention*
- *98% order accuracy*
- *Reduced wait time and more.*

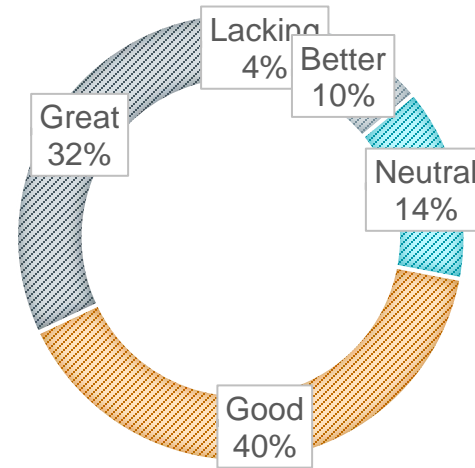
We wanted to evaluate if a customer had a great experience with the tablet and if they were likely to return or recommend this experience.

Findings

The data reveals that 72% of the customers had a good dining experience with the tablets

EXPERIENCE WITH TABLETS

■ Lacking ■ Better ■ Neutral ■ Good ■ Great



Next Steps

The customers did not find the checkout process easy, quick and secure due to technical issues with the tablet, unawareness of the security protocols and the need of a waiter to process payments. Additionally, the confidence level was low.

For next steps, we should brainstorm alternatives to increase awareness of the secure checkout area. We can implement messages informing the customers about the secure feature. In addition, we can also set up an additional register for cash payments.

Next Steps

There was a long waiting period for getting a table assigned. More than 50% of the customers had to wait for 15+ minutes for a table.

Our next steps should be to identify and analyze blocks which is increasing the customer wait time. We can implement additional procedures to seat every customer at optimal times.