Tablet Test Launch: Customer Survey Results & Next Steps

Summary

Our team successfully completed the test launch for the Tablet rollout at 2 of the Sauce & Spoon locations. We achieved this rollout after working with our consultant Seydou to research and select a tablet system, and then worked with both our in-house team and out-of-house vendor Terrific Tablets to design content for the tablets and have them integrated with our current POS software. After completing 2 rounds of training, we performed a test launch where 50 customers engaged with the tablets, and then completed a digital survey afterwards.

Overview

The survey was designed to collect data on customer satisfaction. We hoped to answer questions like:

- Are the customers having a better dining experience with the tablets?
- Are the tablets saving time?
- Do the tablets work as expected?
- Are the customers receiving the correct orders?

Through consulting experts, looking at past projects, and conducting research we determined indicators include results such as:

- The average ticket time is 8 minutes or less for appetizers and 12-15 minutes for entrees.
- Average checkout time for guests is 1 minute or less.
- Less than 5% of customers who use tablets report technical issues each week.
- 98% of customers receive the correct order.

Findings

Rating overall experience with tablet on scale of 1 to 5
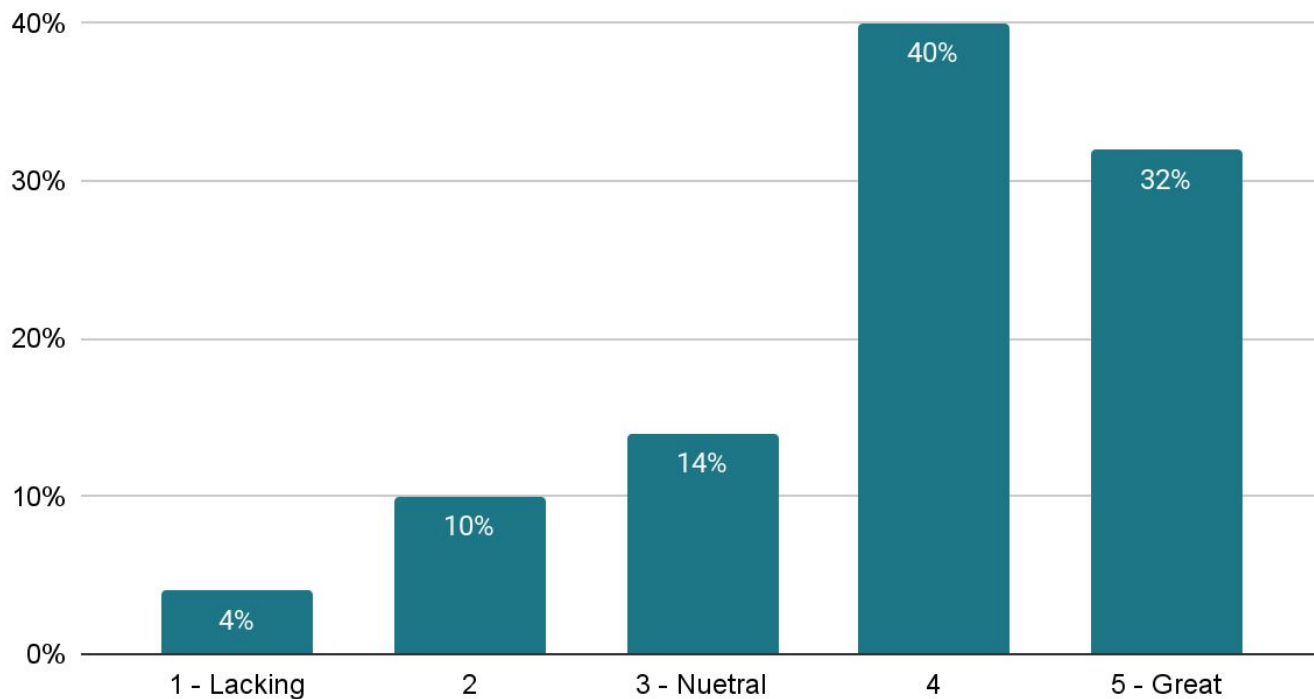
Next Steps

14% of customers reported having a negative experience with the tablets. This could be due to a combination of factors, which need to be analyzed and addressed to improve overall satisfaction.

1) **Training on how to introduce software for servers:**
   10% of customers reported that their waiters introduced them to the tablet poorly. Someone's first exposure to a new technology and a new way of experiencing dining in your business is key to their impression of the tablets. I want to hold another short training on how to introduce the tablet with the servers, and send out an email to all wait staff where they can ask questions on the tablets anonymously that will be answered by myself, Deanna, and Seydou.

Next Steps

2) **Adjust Tablet layouts:**
   22% of respondents reported a somewhat difficult or difficult experience navigating the tablet. Deanna and I need to reassess the layout of the tablet pages, and reorganize and adjust where needed. For example, teh menu page first, instead of an introduction message where steps are needed to view the selections. Once a plan is ready, we will schedule a time with Terrific Tablets to update the tablets' layouts.