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Evaluation findings

Summary

Our team successfully test launched 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?

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 Overview

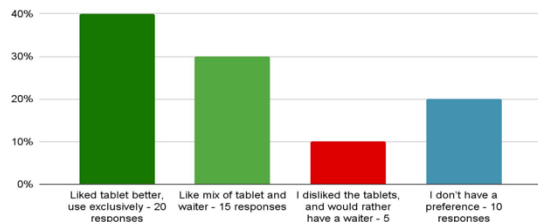
4% of customers reported having difficulty using the tablets, while another 4% found them somewhat challenging. 28% of customers felt neutral about their tablet experience. 20% indicated that using the tablets was slightly easy, and 44% considered the tablets easy to use.

Sauce and Spoon carried out a survey with the 50 customers who took part in the test launch. The team seeks to evaluate the effectiveness of the tabletop menu tablets regarding customer wait times, serving speed, checkout efficiency, and order accuracy.

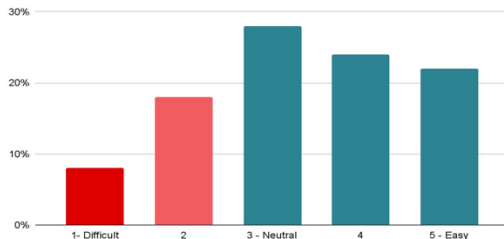
We examined the impact of the tablets on the volume of appetizer and entree orders. Throughout the test launch, we employed several customer satisfaction surveys to gather customer feedback on the ease of use of the tablet menu system and their tablet user experience.

Findings Summary

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



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



Sauce & Spoon has successfully conducted a pilot rollout of tabletop menu tablets in the bar sections of two locations: Sauce & Spoon North and Sauce & Spoon Downtown. The feedback from guests has been overwhelmingly positive, particularly regarding the tablet navigation, ease of ordering, order accuracy, and checkout process. Additionally, the implementation of these menu tablets has significantly enhanced customer engagement, leading to increased sign-ups for our newsletter and Birthday Club. While some issues were encountered during the test launch, the overall customer experience remained positive. This pilot demonstrates a promising step forward in enhancing guest experience and operational efficiency, and further analysis will help us address the challenges faced and optimize future rollouts.

Next Steps

28% of customers responded that the kitchen did not prepare their order correctly.

Some comments were:

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

Recommendations:

1) Training on how to introduce software for kitchen staff

The point of the tablets was to increase accuracy of orders, and having the wrong order come to their table negatively impacts their impression of the new tablets. I want to hold another short training on how to introduce the tablet with the BOH staff.

Next Steps

14% of customers responded having a neutral experience with the tablet and 14% having a negative experience.

1) Training on how to introduce software for servers:

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.

2) Adjust Tablet layouts:

Deanna and I need to reassess the layout of the tablet pages, and reorganize and adjust where needed. For example, the 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.