



Tablet Test Launch Results

Summary

In order to facilitate a successful launch of table tablets, we needed to coordinate with several vendors and technical contractors.

- Ordering the tablets and designing the layout to match our restaurant theme with new add-on menu items and coupons was facilitated by our technical specialist, head chef, and marketing departments.
- Installation was handled by a licensed electrician.
- Staff training was led first by the technical specialist to teach the location managers, then the managers trained FOH and BOH staff on a separate day.
- A test launch was ran with 50 customers to get feedback on the dining experience with table tablets before a full launch.

Overview

Several goals were set with the tablet rollout. By implementing tablets in 2 locations we hoped to increase overall check totals from customers while decreasing overall wait and table time, as well as order errors. The combination of these factors has proven to improve overall customer satisfaction and retention based on survey results.

Findings

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

- A. I liked the tablet experience better, and want to use it exclusively going forward.. 20 (40%)
- B. I would like a mix of tablet ordering and waiter interaction. 15 (30%)
- C. I disliked the tablets, and would rather have a waiter. 5 (10%)
- D. I don't have a preference. 10 (20%)

70% of respondents from survey prefer some amount of tablet use during their dining experience compared to no tablet at all.

Next Steps

Customer approval of tablet use is high, should consider expanding tablets to all locations and sections of restaurant moving forward

Next Steps

Continue updating tablet layout throughout calendar year to promote holiday specials, limited offers etc.