

Sauce and Spoon Test Launch

Customer Survey Results

We conducted a survey for the 50 customers that participated in our test launch. For the test launch, we asked the customers 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.

In the results below, you will see the total number of people who selected each possible response and, where applicable, what percentage of the total respondents they represent.

Survey results:

1. During your visit, what did you order? Choose all that apply.

Drinks	28	56%
Appetizers	41	82%
Dinner	50	100%
Dessert	35	70%

2. Did you use the tablet to put in multiple orders while you were dining?

Yes	18	36%
No	32	64%

3. On a scale of 1-5, please rate your experience with the tablet overall.

1 - Lacking	2	4%
2 - Mediocre	5	10%
3 - Neutral	7	14%
4 - Good	20	40%
5 - Great	16	32%

4. How well did your waiter instruct you how to use the tablet?

1 - Not well	5	10%
2 - OK	7	14%



3 - Very well 38 76%

5. On a scale of 1-5, how easy was it to use the tablet navigation?

1 - Difficult	2	4%
2 - Slightly difficult	9	18%
3 - Neutral	15	30%
4 - Fairly easy	14	28%
5 - Very easy	10	20%

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

1 - Difficult	4	8%
2 - Slightly difficult	9	18%
3 - Neutral	14	28%
4 - Fairly easy	12	24%
5 - Very easy	11	22%

7. On average, how long did you wait for your table?

0-5 min.	6	12%
6-10 min.	7	14%
11-15 min.	10	20%
15+ min.	27	54%

8. On average, how long did it take to receive your food order?

0-20 min.	28	56%
21-30 min.	15	30%
31-40 min.	6	12%
41-50 min.	1	2%
50+ min.	0	0%

9. Did the kitchen prepare your order correctly?

Yes 36 72%
No 14 28%

If not, what went wrong?

- 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



10. How would you respond to the following sentence: "I found the checkout process quick, easy, and secure."

True	41	82%
False	9	18%

If you don't agree with the above statement, why?

- I only had cash—didn't realize I couldn't use it so needed the waiter
- The tablet froze, so it wasn't quick
- I wanted to pay in cash so the waiter needed to process it differently
- It would be faster if I could just check out with my phone

11. How confident are you in submitting your payment through a tablet?

1 - Not at all	2	4%
2 - Somewhat	4	8%
3 - Neutral	11	22%
4 - Confident	13	26%
5 - Very confident	20	40%

12. Did you sign up for the newsletter on the tablet?

Yes	39	78%
No	11	22%

13. Did you sign up for the Birthday Club?

Yes	8	16%
No	42	84%

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

I liked the tablet experience better, and want to use it exclusively going forward..

20 40%

I would like a mix of tablet ordering and waiter interaction.

15 30%

I disliked the tablets, and would rather have a waiter.

5 10%

I don't have a preference.

10 20%

15. Did you have any technical issues with your tablet?

No	44	88%
Yes	6	12%



If yes, please describe what went wrong.

- The screen froze
- It was glitchy
- It kept freezing but after the waiter did a reboot it was fine
- It froze up a couple times

16. Please tell us anything else about your experience with our new tablet ordering system:

- The tablets were fun!
- I liked the tablets - it felt like we got through our dinner faster
- I liked the video about Sauce & Spoon on the tablet
- The tablet was glitchy but it might've just been our table
- Please give us the option in the future of choosing a waiter
- The tablet were cool but I think we need to get used to them

