

# Sauce & Spoon Tablet Test Launch Findings

## Summary

**Project Milestone Achieved:** Successfully completed tablet test launch with 50 friends and family participants. The tablet system performed operationally throughout the test period, demonstrating proof-of-concept for restaurant tablet integration. Key highlights include 72% customer satisfaction (Good/Great ratings), 82% checkout satisfaction, and 70% customer preference for tablet-only or mixed experiences. However, performance gaps exist in order accuracy (72% vs 98% goal) and wait times (54% waited 15+ minutes vs <10 minute goal) that require immediate attention before full rollout.

## Overview

### What We Measured:

- Customer satisfaction with tablet dining experience through 15-question survey
- Operational performance against established quality standards
- Customer preferences for tablet vs traditional service
- Technical reliability and system functionality
- Order accuracy, service timing, and checkout process effectiveness

### Evaluation Questions:

1. Are customers satisfied with the tablet dining experience?
2. Does the tablet system improve operational efficiency?
3. How do customers prefer tablet vs traditional service?

### Key Quality Standards Evaluated:

- Overall tablet experience rating and ease of use
- Order accuracy rates (goal: 98%)
- Technical reliability (goal: <5% issues)
- Service timing benchmarks (goal: <10 min wait times)
- Checkout process satisfaction and payment confidence

## Findings

### Strong Customer Acceptance Data Point:

70% of customers prefer tablet-only (40%) or mixed tablet/waiter experience (30%), with only 10% preferring traditional waiter service exclusively. This validates market readiness for tablet implementation.

### **Areas Meeting Quality Goals:**

- ✓ **Customer Satisfaction:** 72% rated tablet experience as Good or Great (4-5/5 rating)
- ✓ **Checkout Process:** 82% found checkout quick, easy, and secure; 66% confident/very confident in tablet payment
- ✓ **Technical Reliability:** 88% experienced no technical difficulties
- ✓ **Staff Training:** 76% rated waiter tablet instruction as "very well"
- ✓ **Marketing Engagement:** 78% signed up for newsletter via tablet

### **Areas Needing Improvement:**

- ✗ **Order Accuracy:** 72% vs 98% goal - 28% received incorrect orders
- ✗ **Wait Times:** 54% waited 15+ minutes for tables vs <10 minute goal
- ✗ **Technical Issues:** 12% experienced technical problems vs <5% goal
- ✗ **Navigation Ease:** Only 48% found tablet navigation fairly/very easy

## **Next Steps**

### **Priority 1: Enhance Order Accuracy Systems**

- Implement visual order confirmation screen with menu item previews
- Add "Special Instructions" field with character limits for clarity
- Develop kitchen display integration to highlight tablet vs waiter orders
- Create staff training protocol for handling tablet order modifications
- **Timeline:** 30 days post-rollout
- **Expected Impact:** Achieve 95%+ order accuracy, reduce food waste, improve customer satisfaction

### **Priority 2: Optimize Seating and Service Flow**

- Integrate tablet reservation system with host station management
- Implement predictive table turnover analytics using tablet usage data
- Create tablet-based wait time communication system for transparency
- Add real-time table availability updates to customer displays
- Deploy mobile alerts for table availability notifications
- **Timeline:** 60 days post-rollout
- **Expected Impact:** Achieve <10 minute average wait times, improve operational efficiency

## **Next Steps**

### **Additional Recommendations:**

- Address technical stability issues through software updates and hardware maintenance protocols
- Improve tablet navigation interface based on user feedback (30% found it neutral, 22% found it difficult)

- Develop cash payment integration options for customers who prefer cash (noted in feedback)
- Create customer choice system allowing traditional waiter service option for customers who prefer it
- Monitor and track performance metrics weekly during rollout phase to ensure quality standard achievement