Ninety Nine Restaurants, a casual dining restaurant and pub that is primarily based in New England, uses Survey On The Spot to provide consistency and simplify their menu innovation and development process. The research and development team uses iPod touch devices for internal taste panels, consumer central location tests, and in their test restaurants to evaluate new products prior to launch.

The iPod touch processes results immediately, making it possible for management to quickly collect, tabulate raw data, and recognize patterns of feedback on products they are considering adding to the menu. The ability to quickly and easily organize customer feedback, allows the Ninety Nine Restaurant to best consider the likes, dislikes and suggestions of their customers to improve the overall quality of the food, and business performance across the entire chain.

The mission statement of the Ninety Nine Restaurant is simple: "A Passion to Serve." On The Spot Systems is helping the restaurant add to and refine its products so that the Ninety-Nine not only serves, but delivers what consumers truly want.

The Problem
Ninety-Nine Restaurants needed to:
- Find a more efficient way to evaluate new products
- Capture immediate feedback while testing new menu items
- Eliminate clerical time required to compile feedback
- Be "greener" by eliminating paper slips used to score menu items

How On The Spot Systems Works For Ninety-Nine Restaurants:
On The Spot enables Ninety-Nine to capture feedback on menu items in the moment.

The 3-stage process includes testing with an internal menu team, testing with paid consumer panels, and finally testing new menu items at test restaurants.

At each stage people tasting products are asked to complete a quick survey on an iPod touch. The results are sent to the Survey On The Spot server where they are compiled and reports are immediately available to management.

Cost savings & Benefits:
- No need to print paper forms - previously printed one form for each item for each participant!
- No need to manually score and report on the testing forms
- The system delivers a true 'Innovation to Implementation' performance scorecard
- No proprietary software required to publish fully branded, customized surveys

Other observations and Measurable results:
- Automated report delivery enables the entire R&D and management team sees results immediately
- Testing in the test restaurants completes the feedback loop in real-time
- Over 300 products tested in the first year

From the client's perspective: Brad Schiff, Vice President of Ninety-Nine Restaurants
"Survey On The Spot has radically changed the speed and accuracy of the menu development process. We get to winners faster and don't spend as much time on ideas that have less consumer appeal."