

Why They Needed On The Spot Systems:

Not Your Average Joe's, a 17-unit upscale casual dining chain has a CEO that's self-proclaimed quality obsessed, so its no surprise that when Steve Silverstein came to On The Spot Systems in 2010 he had one goal in mind: improving quality of every aspect of restaurant operations. Silverstein suffered from the same plight as many restaurant operators – low response rates for guest feedback programs, a disjointed email marketing program, and a low budget that made it impossible to offer pricey incentives for participation. Not Your Average Joe's used a paper comment card process for guest feedback in the past, which its own costs for print and postage. By the time that the restaurants would process the comment cards and transcribe them, weeks had gone by and any unsatisfied customers were already lost.

Silverstein was in the market for a mobile data collection solution that could also address service issues in real-time. With a little innovative spirit On The Spot Systems worked with Silverstein to re-imagine a guest feedback and marketing program that actually saves costs and offers tangible benefits.

How On The Spot Systems Works For Them:

The first 3 locations went 'live' August 2010. Full implementation occurred in all locations in mid January 2011. On The Spot System's mobile data collection process was enhanced by the addition of survey boards- iPod Touches permanently mounted on eco-friendly bamboo boards. The devices are set to only run their survey. Servers deliver the device with the guest check to every table, with every check. Each location uses 5-7 devices depending on volume.

The survey that Not Your Average Joe's utilizes offers a different set of questions based on the guest responses- a happy guest will take a shorter version of the survey, while a guest mentioning unfavorable experiences will be asked to give more details, which is valuable for addressing and correcting service issues, or when approaching the guest to resolve a complaint. Not Your Average Joe's uses the List Builder feature of the system allowing the restaurants to collect customer contact information right from their survey, which feeds automatically into their email loyalty club provider's database- Fishbowl in this case. Guests receive a 'Welcome to our loyalty club' email the next morning.

Another feature that the restaurants utilize are management alerts that enable managers on duty to address any service issues in the moment- before the guest leaves the restaurant. Alerts are delivered via email or text to on-duty managers within 10 seconds of critical survey submission. These have also proven very effective for employee coaching in particular since feedback can be delivered before the server's next table is seated. Delivered via email, Daily/weekly automated scorecards deliver easy to read restaurant metrics.

Survey Feedback and Loyalty Club Improvements:

- Radically improved response rates for guest feedback
 - Each of the 17 restaurants receives over 1000 per month
 - Surveys received in 2011 Exceeded 240,000.
 - Surveys received thru Q1 2012 Exceeded 75,000
- Generated an increased level of participation in their email club and eliminate email administration
 - Email Signups in 2011 Exceeded 40,000

Operational Cost Savings:

- Generated high feedback response rates without the need for a guest reward or incentive program
- Mobile surveys eliminated paper comment cards and prepaid postage.
- Eliminated their Mystery Shop program given the volume of survey responses.
- Savings cover the cost of service, before accounting for the benefits associated with feedback levels, email signups and management alerts

Service and Quality Improvements:

- Easy visibility of the system creates a stronger 'Service Halo' within the organization.
- System was used to generate automated 'Server level' guest satisfaction reports for use in stack rankings and performance reviews. As an incentive, servers with the best scores pick their sections and shifts to work.
- Automated weekly report delivery keeps performance top of mind and a competitive challenge in front of restaurant GM's.
- Trend reports give performance views over time and allow easy comparisons of individual restaurants to overall company scores.