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Not Your Average Results! On The Spot Systems Helps Not Your Average Joe's Double Customer Email Collection Rate

Casual Dining Chain Has Collected More than 70,000 Customer Email Addresses Using On The Spot's Signature Mobile Customer Feedback Tool

NEWTON, Mass.--(BUSINESS WIRE)--June 26, 2013--

Not Your Average Joe's, an 18-unit casual dining chain in the Northeast, recently surpassed a major milestone with the collection of its 70,000(th) customer email using On The Spot Systems'(R) signature mobile customer feedback and list building tool. On The Spot Systems is the world leader in location-specific, real-time mobile data collection technology.

Since 2011, Not Your Average Joe's has utilized On The Spot's mobile platform to deploy real-time guest satisfaction surveys; as a result, they have received over 700,000 completed surveys to date. Not Your Average Joe's worked with On The Spot to develop a two-part strategy to remove friction by providing the guests with the devices to take the survey and also by incorporating the survey into the steps of service at the end of each meal. The company administers the surveys during "available guest time(TM)" -- the time when a patron's check is being processed -- by providing guests with a device programmed to run the survey. As they complete the satisfaction survey, guests are prompted to join the restaurant's email loyalty club. On The Spot's survey technology is designed to collect the customer's personal and contact information and automatically feed the company's email marketing and loyalty club providers such as Fishbowl and Paytronix.

Steve Silverstein, the founder and CEO, of Not Your Average Joe's, recognizes the cost- effectiveness of using mobile to collect guest feedback and emails in real-time in his restaurants without an incentive or reward. Since switching to On The Spot, Not Your Average Joe's has doubled its previous rate of customer email address collection and seen an impressive increase in completed guest satisfaction surveys to over 1500 per restaurant each month.

"On The Spot Systems has revolutionized how we manage the operations and marketing of our restaurants more than any other tool in our history, and allows our staff to be 'guest obsessed' at all times," said Silverstein. "We have instant access to actionable data about our menu, service, and overall customer experience - which is critical to managing our day-to-day success - and we're primed for even more growth with how quickly we've built our email marketing list."

"The restaurant industry is fast-paced and competitive," said On The Spot Systems President Ken Kimmel. "Having the ability to capture and react to customer insights in real-time gives Not Your Average Joe's a clear advantage over its competition still using more traditional methods for surveys and email club signups. We congratulate Steve and his team on this incredible milestone."

For more information about On The Spot Systems, including pricing, testimonials and a full client roster, please visit

<http://www.onthespotsystems.com>, contact 888.330.7118, or become a fan on Facebook(R) or follow @OnTheSpotSystem on Twitter(R) .

About On The Spot Systems, Inc.

On The Spot Systems(R) provides mobile solutions for companies that believe better data leads to better business performance. The Company's mobile data collection technology helps businesses gain advantage in the marketplace by providing them with location-specific data that makes a difference in real-time.

CONTACT: For On The Spot Systems
Andrew Mastrangelo, 857-300-2026

amastrangelo@a-g.com

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