



January 18, 2012

Mobile-enabled patient satisfaction survey startup nets \$750,000

Brian Dolan

On The Spot Systems, a mobile phone-based survey provider, announced this week that it had raised \$750,000 in seed financing from Kepha Partners, Angel Street Capital, and strategic investor Mike Sheehan. The company plans to use the funds to expand its business into the food industry, while building out its mobile data collection business for retail, healthcare, and service organizations.

The company's core offering, called Survey On The Spot, is an in-the-moment customer and employee feedback survey that works on iPhone, iPad, iPod touch, and other smartphone platforms. The surveys include on-site insights, photos, text commentary, service alerts, digital coupons, and automated data reporting.

On The Spot Surveys are currently in use in multiple emergency rooms, transitional care units, and some facilities use them upon discharging patients to gauge how they were treated during their time in care, a company spokesperson told MobiHealthNews in an email.

On The Spot's CEO and co-founder is Geoff Palmer, who also co-founded uLocate, which PayPal acquired last year. The company's other co-founder is Ken Kimmel, who was previously the chief marketing officer of Dunkin' Brands.



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<http://mobihealthnews.com/15984/mobile-enabled-patient-satisfaction-survey-startup-nets-750000/>



January 18, 2012

On The Spot Systems Scores \$750K Seed Round

Rodney Brown

Mobile survey provider On The Spot Systems Inc. has raised \$750,000 in a seed funding round that will allow it to expand further into the food service market, the company said in a release.

The seed round came from Waltham firm Kepha Partners, Angel Street Capital of Providence, R.I., and strategic investor Mike Sheehan. In addition to expanding its presence in food services, the new funds will let Newton-based On The Spot Systems go after other sectors such as retail, healthcare and service organizations, the release noted.

Specifically, the new funds will go toward adding staff, in the engineering, sales and marketing and customer support areas.

Founded in 2009 by president Ken Kimmel and CEO Geoff Palmer, On The Spot Systems also reported that it has added Scott Savitz, founder and former CEO of footwear retailer ShoeBuy as an advisor. Palmer was a co-founder of uLocate Inc., now known as WHERE Inc., which was acquired by the PayPal unit of eBay in April 2011. Kimmel is the former chief marketing officer of Dunkin' Donuts.

In January 2010, On The Spot Systems was profiled as a Mass High Tech "Startup Watch: Five you should follow" company.

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<http://www.masshightech.com/stories/2012/01/16/daily15-On-The-Spot-Systems-scores-750K-seed-round.html>

The Boston Globe

Innovation Economy

Inside tech, life sciences, start-ups & venture capital in New England

January 12, 2012

Survey On The Spot raises \$750,000 to collect consumer input via mobile devices

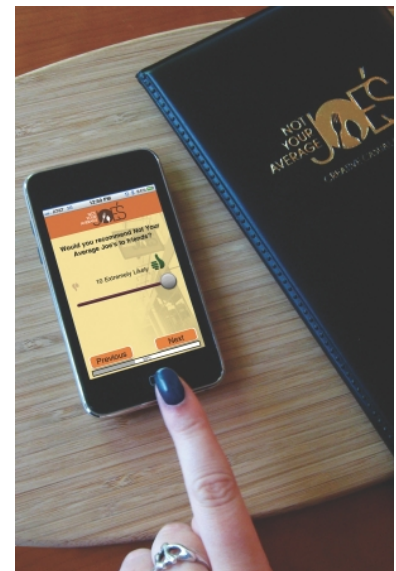
Scott Kirsner

A decade ago, entrepreneur Geoff Palmer and Ken Kimmel, then the chief marketing officer at Dunkin' Donuts, were brainstorming about the potential of the early cameraphones that were just starting to reach the market.

"Suddenly you had phones with cameras built in, and we started talking about taking pictures of the donut cases in our stores," Kimmel recalls. "You can tell a lot about how well-run the restaurant is if the donut case is well-stocked and beautiful."

The spit-balling didn't go anywhere... until 2009, when Palmer and Kimmel decided to start Survey On The Spot, a business that would use mobile phones as data collection devices. Their premise was that if businesses asked customers to use their own phones to fill out a survey, the feedback would be fresher, and the response rate higher than with traditional paper-based survey forms. The company, based in Newton, recently raised its first outside funding: \$750,000 from Kepha Partners, a Waltham venture capital firm, Angel Street Capital in Providence, and Mike Sheehan, CEO of the Boston ad agency Hill Holliday.

Survey On The Spot offers a Web site for creating surveys, and both an iPhone app and mobile-friendly HTML5 Web site for collecting information from users. Subscription fees for using the service start at \$40-per-month for each location a business operates. The company's customer list already includes chains like 7-11, The 99 Restaurants, Not Your Average Joe's, and Carrabba's Italian Grill. Most use it to gather information from customers, but some use the surveys as part of store inspections, or in the case of The 99, for gathering employee feedback on new menu items being developed internally. And not all businesses expect their customers to use their own mobile phone to fill out the survey: at Not Your Average Joe's, servers hand diners an iPod Touch with the survey on it, which can be filled out as the diner's credit card is being processed. (The Joe's set-up is pictured in the photo at right.)



"When you're collecting data quickly, as opposed to the next day or two days later, you have the ability to fix problems before they affect more customers," says Kimmel.

"Certain kinds of complaints" — those related to under-cooked food, for instance — "can automatically go to the manager of the restaurant, and they can deal with that right away."

While the company's first customer was Finale Desserterie & Bakery, Survey On The Spot's technology has more recently been adopted by veterinary clinics, tire stores, hospitals, and even a Whole Foods Market in Scotland, Palmer says. The partners had self-funded the business until late December, when the seed investment round took place.

The new funding "gives us an opportunity to build a team," says Palmer, who was a co-founder of uLocate, a start-up that became Where Inc. and was acquired by PayPal last year. "Up to this point, it has been just the two of us, working with outside contractors." (That list includes Raizlabs of Brookline and OneStopTechnology of Holyoke.) He says Survey is now hiring in engineering, marketing, sales, and customer support.

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http://www.boston.com/business/technology/innoeco/2012/01/survey_on_the_spot_raises_7500.html

CHAIN STORE AGE[®]

NEWS AND ANALYSIS FOR RETAIL EXECUTIVES

January 9, 2012

7-Eleven implements mobile solution from On The Spot Systems

Staff

Boston -- On The Spot Systems, a mobile systems provider, announced that 7-Eleven is using its Survey on the Spot mobile survey platform to capture feedback from managers in the field. 7-Eleven recognized the critical importance of gaining timely and accurate market-level data in order to make better business decisions and began using the mobile survey system in March, according to On The Spot Systems.

"Using mobile technology to quickly and easily enable our field teams to provide real-time feedback is a terrific asset for our organization," said Steve Holland, 7-Eleven's chief technology officer. "Our previous paper-based system was time-consuming, and inefficient. We were not receiving nearly as much valuable feedback as we have since we began using Survey On The Spot."

With the solution, 7-Eleven can create and administer the surveys and send them to their field managers' smartphones through a link delivered via email or text message. The survey system allows the field managers to complete store visitation checklists and assess merchandising performance and other market-level data collection needs while they are away from their office.

"Understanding market level conditions in real-time results in better decision making," said Scott McCombs, VP of merchandising operations for 7-Eleven. "Survey On The Spot provides reliable and timely data in automated reporting so that we can see how we are doing with each question. We are able to take the data and respond more effectively to market changes."

By implementing Survey On The Spot, 7-Eleven is able to eliminate the need for secondary data entry commonly needed for paper-based surveys. Mobile access makes data collection more convenient than using a laptop, and field personnel can gain insights on the performance of their units across multiple locations on the same day. Field managers also can submit a photo in the survey for clear validation of performance issues. The use of location specific Quick Response (QR) codes can also be implemented to manage compliance and validate location details.

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<http://www.chainstoreage.com/article/7-eleven-implements-mobile-solution-spot-systems>



October 10, 2011

Survey firm says: Keep customer app-y

Cameron Sperance

A decade ago when a Dunkin' Donuts executive Ken Kimmel saw his friend showing off his new camera phone, he didn't realize a seed had been planted for a successful start-up.

"Geoff (Palmer) was showing off what was then the latest in technology, and I thought how it'd be great to get a photo of every Dunkin' shop at 3 p.m. to monitor store performance," said Kimmel, a former Dunkin' marketing vice president. "A few years after that, he had an iPhone and said we could actually move forward on what I had wanted."

Kimmel and Palmer co-founded Survey on the Spot and developed an application that delivers instant customer feedback to managers. The program, employed on an iPod Touch or iPad tablet computer, is heavily marketed to restaurants as superior to comment cards that become outdated and often require incentives to get customers to fill them out.

"When you provide the device to the consumer, you don't need to offer a costly incentive, because what's more fun than playing with an iPod or iPad?" Palmer said.

Survey on the Spot charges \$40 per month per location, giving owners the option to ask customers questions and see their replies. A \$60 option can send instant alerts to managers and owners if any customer delivers a negative response to service.

The Not Your Average Joe's restaurant chain offers the survey at the end of meals. Since starting the program, the restaurants have received more than 200,000 surveys and added 30,000 names to their marketing lists.

"There is a tactical way to try to intercede and check to see how an experience was," said Kimmel. "By having this, a manager can immediately drop by a table, or at the very least have a discussion with the staff before the shift is over."

The app is quickly branching out to other parts of the service industry. Convenience store giant 7-Eleven is using a version of the program to allow field managers to check competitor's prices and collect store data. Brockton Hospital has patients evaluate the nursing department and transitional care unit on iPads.

Regional dining chain Ninety-Nine Restaurants has used the app for menu research and development.

“We’ve used it during the testing process to get customer response on elements like flavor, value and what suggestions they have,” said Brad Schiff, Ninety-Nine’s vice president of marketing. “We’ve even canceled menu items based on the response received.”

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<http://bostonherald.com/business/technology/general/view.bg?articleid=1372213>