



SURVEY ON THE SPOT Helps Restaurant Generate Over 900 Customer Survey Responses in Just 30 Days without an Incentive

Not Your Average Joe's Boosts Customer Satisfaction and Loyalty by Using New Customizable Mobile Survey to Immediately Receive and Respond to Customer Feedback

Boston, MA ([PRWEB](#)) November 29, 2010 -- ON THE SPOT SYSTEMS, [a mobile systems provider](#), today announced that Not Your Average Joe's increased customer survey responses by 200 percent, going from collecting an average of 300 survey responses per month at one location to securing more than 900 responses in one month without a consumer incentive. Not Your Average Joe's achieved these results by asking patrons to take a custom branded and designed survey via SURVEY ON THE SPOT's mobile application using a restaurant supplied iPod touch device. SURVEY ON THE SPOT is a fully-customizable user-friendly application that allows restaurants to [instantly capture customer feedback](#), receive management service alerts, gather results in detailed data reporting and provide customers with digital rewards.

"Without having to offer coupons or rewards, we're still bringing in results that are unheard of in casual dining restaurants," said Steve Silverstein, Not Your Average Joe's CEO. "We are thrilled with the results we have received since launching the survey system and are expanding it to all of our restaurant locations." Early concerns about theft of the devices have proven to be unfounded as they are mounted and set to only run the restaurant's survey.

Restaurants including The Ninety Nine Restaurant, The British Beer Company, Au Bon Pain and Finale are using SURVEY ON THE SPOT and encourage customers to provide feedback from their mobile devices, including iPhones, iPods, iPads, BlackBerrys, Androids and other smartphones.

"One of the great features of the system is that a restaurant can be live with a mobile, custom-branded survey that features their specific questions in a matter of minutes. There is no need to build their own proprietary app", said Ken Kimmel, SURVEY ON THE SPOT President.

In addition to using SURVEY ON THE SPOT to collect consumer insights, restaurant managers rely on the mobile app's immediate service alert feature. If a guest reports an unpleasant experience, management can investigate the issue and recover immediately, improving customer satisfaction and loyalty. Some restaurants encourage customers to participate through offering coupons and rewards, which in turn drive repeat visits.

"SURVEY ON THE SPOT is the only mobile research method that provides real-time data," said Felicia Lassk, associate professor of marketing at Northeastern University. "Every customer wants to feel like an expert when it comes to getting what they want and when a restaurant reaches out to a guest before they even leave the table, it makes the customer feel important and the feedback is more likely to be accurate and substantial," says Lassk.

SURVEY ON THE SPOT is ideal for companies in the highly competitive retail and restaurant industry looking to improve customer experience, build brand loyalty and stay at the forefront of technology. Beyond collecting surveys, SURVEY ON THE SPOT's comprehensive real-time automated reporting provides quantitative data. Businesses can easily customize the survey application to what their needs are, analyze individual or aggregated surveys, and build email marketing lists. "It is exciting because it is definitely where things are going," said Lassk. "People live on their smartphones so that is the way to reach them, its part of their everyday life." About



ON THE SPOT SYSTEMS ON THE SPOT SYSTEMS develops mobile systems to enable businesses to gather customer insights and service feedback wherever and whenever it is needed. SURVEY ON THE SPOT enables retailers and other service focused organizations to capture in-the-moment customer feedback cost effectively. Utilizing iPhone, iPad, iPod touch, and smartphone technology, our surveys provide on-site insights including photos and text commentary. The system also features service alerts, digital coupons and rewards, and automated data reporting via the web.

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