



Survey On The Spot
14 Buswell Park, Newton, MA
02458

Phone: 888.330.7118
Email:
sales@surveyonthespot.com

twitter.com/surveyonthespot
surveyonthespot.com/blog

Ninety Nine Restaurants

The Ninety Nine Restaurant, 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." Survey On The Spot is helping the restaurant add to and refine its products so that the Ninety Nine not only serves, but delivers what consumers truly want.

Problem

The Ninety Nine 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 Survey On The Spot helped

Survey On The Spot enables the 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 testing 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:

- 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

Survey On The Spot delivers measurable results

- Over 300 products tested in the first year

Voice of OUR Customer - Brad Schiff, Vice President

How we use Survey On The Spot at the Ninety Nine

"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."



How other restaurants can use Survey On The Spot

By implementing Survey On The Spot, restaurants can:

- Greatly improve customer feedback rates
- Learn more about the daily operations of their restaurant across multiple locations
- Gain immediate insights about their guest's experience the same day
- Receive instant management alerts if a customer experiences a service issue
- Engage their customers and strengthen their email marketing list.