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## British Beer Company

British Beer Company, commonly known as the "BBC," is a Boston area destination for English-style pub refreshment, and relaxation. Survey On The Spot has been helping the BBC measure their guest satisfaction via mobile surveys.

Upon arrival, servers present a card to guide guests through the survey system and request that guests take a survey to receive \$2 off their next visit. The information that the survey captures is used by the pub's management team to identify specific issues that need to be addressed not only in the individual locations but overall across the brand.

### Problem

#### British Beer needed to:

- Gain insight on what their customers want from BBC
- Gain accurate information about their customers dining experience
- Build their email marketing list that is managed on Fishbowl

#### How Survey On The Spot helped

- Customers can ask a question while they are at the restaurant and we can get the answer for them right away
- Automatically captures email addresses
- Reporting system eliminates paper
- Scheduled reports are automatically emailed to management daily and weekly
- Management receives email alerts regarding critical issues within 10 seconds of a survey submission



#### Voice of OUR Customer - Gary Simon, President

I am very impressed with the product. Prior to Survey On The Spot we were using an online survey and this just took it to the next level.

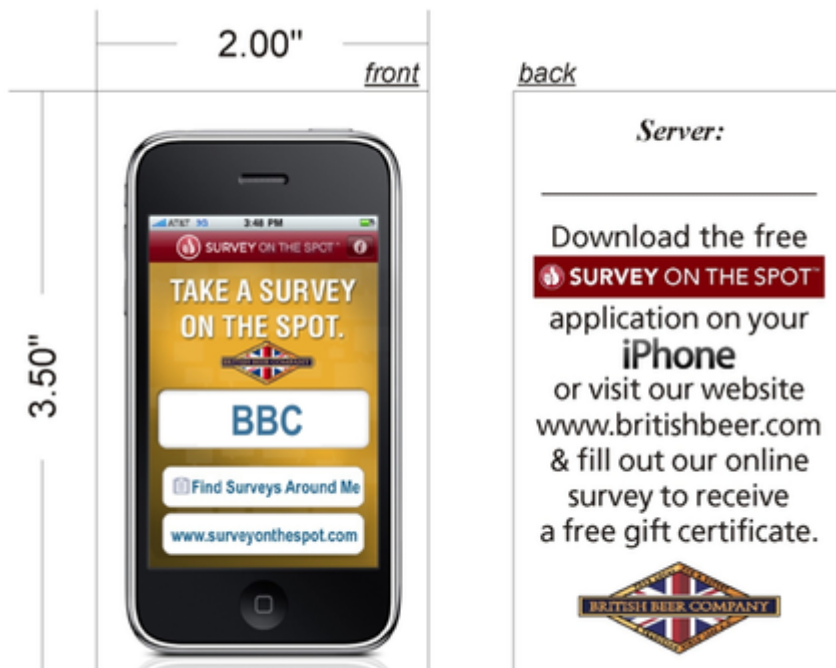
We use Survey On The Spot in order to gain insight on what our customers want. Our servers have business cards that they hand the customer when they introduce themselves. This card mentions Survey On The Spot and when our customers fill out the survey they are rewarded with a \$2 coupon.

The best feature is, of course, the in-the-moment feature. Having the ability to fix a problem right then and there and make the customer happy before they walk out the door is extremely valuable. Our ultimate goal is to have our customers leave happy.

I think a great benefit in using this system is we are really gaining accurate information about our customer, and people are very anxious to tell you their opinion and tell you what they want.

The reporting is fabulous. You can look and quickly see where there is a trend. We don't have to gather information like the old days by sorting through a bunch of papers. This survey system helps us make business decisions, instantly. The results presented in the reporting allow the chance for us to make changes and react to customer needs quickly.

I think a great future lies ahead once the customers get used to using it. You see people using smart phones all the time and the more mainstream it becomes, the more customers are apt to use it. Then it all depends on how fast we can make changes to get to what the customers wants.



#### 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 the guest service experience the same day
- Receive instant management alerts if a customer experiences a service issue
- Interact with their customers online and strengthen their email marketing list.