



Survey On The Spot

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Brixx Pizza Franchise

Mike Muckler, a Brixx Pizza franchisee, was looking for way to better capture guest feedback. Mike found Survey On The Spot after reading an article about the importance of capturing feedback and how there was a shift to capturing feedback by using mobile devices. A web search brought him to Survey On The Spot.

Mike signed up, created a survey from a template in less than 15 minutes. He then made a quick road trip to the Apple store for three iPod touch's, Home Depot for some epoxy, and Crate and Barrel for a few bamboo cutting boards. I'm sure your wondering why?

In order to maximize feedback, Mike decided to have his servers deliver guest checks on a "Survey Board" so the guest could complete the survey during "available guest time", while the credit card transaction is being processed. The devices are set to only run the Brixx survey. Mike met with his managers, servers and other staff, and explained that it was vital to learn from each customer, and to build their Constant Contact email marketing list to enable ongoing marketing efforts. Delivering the "Survey Board" was built into their steps of service as the guest check is delivered to every table.

There was no testing period! Brixx began capturing feedback in mid-December, 2010. Mike reviews the feedback using the automated reporting with his team at Brixx on a regular basis. Initially, 60% of the survey respondents also provided their email address (they were entered into a sweepstakes to win an iPod touch!). The email address is automatically sent to Constant Contact.

Problem

Brixx needed to:

- Insure ongoing and continuous improvement of their guest experience
- Radically improve response rates for guest feedback
- Generate feedback with minimal cost
- Have the ability to address any service issues in the moment
- Generate an increased level of participation in their email club and eliminate email administration

How Survey On The Spot helped

Mike's location went 'live' on December 19, 2010. The alerts, management reports, and feedback has enabled Mike and his management team to improve their business.

Management Alerts:

Delivered within 10 seconds of survey submission. These have proven very effective for employee coaching in particular. Feedback can be delivered before the shift is over.

Cost savings & Benefits:

- No need to print comment cards
- The value that results from getting higher levels of feedback, email signups and instant alerts provides an excellent return on investment

Other observations:

- Easy visibility of the system creates a stronger 'Service Halo' within the organization.
- Everyone is 'aware'
- System can be used to generate 'Server level' guest satisfaction reports for use in stack rankings and performance reviews
- Automated weekly report delivery keeps performance top of mind

- The steps of service model helps ensure that iPods are not pilfered (none have been 'lost' to date)

Survey On The Spot delivers measurable results

- Surveys received: 967. (2/15/2011)
- Email Signups: 587 (58%). (2/15/2011)
- Emails are fed into their Constant Contact email database automatically. Guests receive a 'Welcome' email the next morning.
- Guest incentive costs to encourage taking surveys: \$229 (one iPod touch for initial 60 day period)
- *Note: the iPod touch sweepstakes has been turned off as a test to see if participation rates change... stay tuned for the results! The incentive is a "coupon code" that may be used on a future visit.*

Voice of OUR Customer - Mike Muckler, Brixx Franchisee

How we use Survey On The Spot at our Brixx Wood Fired Pizza franchise

We use Survey On The Spot's mobile survey service to get ideas for new menu items, survey our guests about which draft beer selections they prefer, survey on service and quality of guest experience, and an open ended question "Is there anything you would like to tell the owner?"

We decided to use the Apple iPod touch mobile device instead of paper or the web because the iPhone is a big craze right now, and I felt we could really engage our guests by having them take the survey on an electronic device at the table right after their meal. The results of the survey are immediately loaded to the Survey On The Spot web site for management to review. You don't have to worry about management entering in the answers of the surveys or filtering out answers that they don't want you to see.

We encourage the guests to take the survey by telling them we are raffling away a free iPod touch and they would receive coupons for use in our store upon completing the survey. Participation from guests has been great. The results are instantaneous so you can act on the feedback almost immediately. It still requires managers to get involved and making sure the servers are taking the survey to all tables.

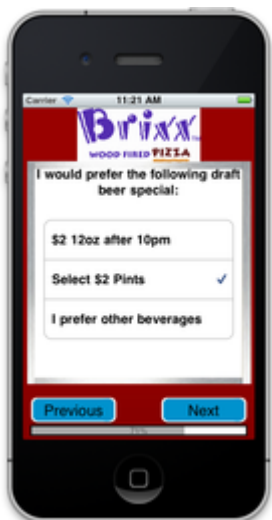
I have been very pleased with its ease of use and how the information loads to a web site that management and owners can immediately get feedback from. The only downside is you have to have an Internet connection and the initial cost of purchasing the devices. However, I think it has been a good investment, and we have gotten a lot of valuable information from the surveys. It has been an improvement over traditional paper surveys in that it engages the guest better, it is very efficient, and doesn't require much time from the staff or management to implement

We have three Apple iPod touch devices at the restaurant that are the property of the restaurant. The server takes the iPod touch device to the table when they present the guest check with the survey preloaded. The guest completes the survey on the ipod touch device.

Alternatively, the guest may take the survey from their own smartphone or when they get home on the web from their home computer. The appeal however is having the guest complete the survey at the store for immediate feedback.

When the guest completes the survey, they receive a code for a free appetizer. The guest writes this code on their receipt and presents the receipt with the code at their next visit for the free appetizer.

Survey On The Spot sends email addresses collected in the survey to Constant Contact, our email list management provider. This enables us to build our email marketing list automatically without the need to enter information by hand.



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.