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## **Finale Desserts**

Finale Desserterie and Bakery offers desserts that are downright delicious and decadent works of art. Finale was in search of a Guest Satisfaction service provider that would support a small operator (3 units). Thus far, guests who complete the survey receive a \$4 discount off their next purchase of \$20 or more.

Finale receives two major benefits from using the system. First, they receive feedback that allows them to provide excellent coaching to their servers and management team aimed at improving guest experience. Secondly, in addition to the incredibly tasty desserts that lure customers to the desserterie, the discount on a future visit gives customers tangible incentive to return.

The restaurant has found the system to perform so well at their Boston locations that they have implemented Survey On The Spot in a restaurant they manage in Rhode Island - Red Stripe.

## **Problem**

### **Finale needed to:**

- Find a full-service guest satisfaction measurement service that would support small operators at an affordable cost
- Deliver actionable feedback to aid day-to-day management of the restaurants

## **How Survey On The Spot helped**

### **Management Alerts:**

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

### **Cost savings:**

- Replaced their mystery shopping program at a lower overall cost

### **Other observations:**

- Guests, when prompted, are much more likely to provide feedback on their smartphones than going home to the internet
- 70% of the survey respondents signed up for the e-mail club.
- Automated weekly report delivery keeps performance top of mind.

## **Survey On The Spot delivers measurable results**

- Restaurant scorecard drives competitive performance at the General Manager level
- Email Signups: (58%). (2/15/2011)
- Volume of feedback provides greater validation of restaurant performance

## **Voice of OUR Customer - Paul Conforti, CEO**

### **How we use Survey On The Spot at our Finale Desserteries**

The ability to address guest service issues before they fade from memory is huge. In addition, we are big fans of Net Promoter Scores and the system will let us calculate our scores to better track guest perceptions of service.

Watch the Survey On The Spot Client Testimonial Video:



#### 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.