



**Survey On The Spot**  
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## **NOT YOUR AVERAGE JOE'S**

After testing the system during the summer and fall of 2010, Not Your Average Joe's - a 15 unit upscale casual dining chain - has implemented Survey On The Spot utilizing iPod touch devices in all of their stores. Each location uses 5-7 devices, depending on volume, permanently mounted on small bamboo boards. The devices are set to only run their survey. Their steps of service are that servers deliver the device with the guest check to every table.

### **Problem**

Not Your Average Joe's needed to:

- Radically improve response rates for guest feedback
- They wanted to generate this feedback without the need for a guest reward
- Utilize the Management Alert feature to address any service issues in the moment
- Generate an increased level of participation in their email club and eliminate email administration
- Reduce costs associated with printing and mailing comment cards

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

The first 3 locations went 'live' on August 4, 2010. Full implementation in all locations, mid January, 2011.

### **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:**

- Plans to eliminate paper comment cards and prepaid postage.
- They have eliminated their Mystery Shop program given the volume of survey responses.
- These savings will cover the cost of implementation...before accounting for the benefits associated with feedback levels, email signups and management alerts

### **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. As an incentive, servers with the best scores pick their sections and shifts to work.
- Automated weekly report delivery keeps performance top of mind...and a competitive challenge in front of restaurant GM's.
- Trend reports give performance views over time and allow easy comparisons of individual restaurants to overall company scores.

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

- Surveys received: >200,000. (through September, 2011)
- Restaurants receive ~1000 per month/per restaurant.

- Guest incentive costs to encourage taking surveys: \$0
- Daily/weekly automated scorecards deliver easy to read restaurant metrics
- Email Signups: 30,000. (through September, 2011)
- Emails are fed into their Fishbowl email database automatically. Guests receive a 'Welcome' email the next morning.

#### **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 insights into service and operations on a same day basis
- Receive instant management alerts if a customer experiences a service issue
- Interact with their customers online and strengthen their email marketing list