

Tablet Rollout

Impact Report



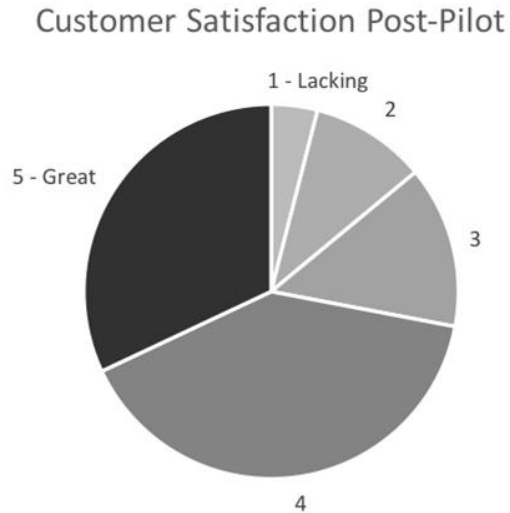
Golden
Service

Executive Summary

The objective of the tabletop menu tablet rollout was to improve customer satisfaction by speeding up and accurately servicing our customers while keeping up with the growing digital presence in the restaurant industry. Since our April launch, we have noticed a 20% increase in revenue and have increased customer satisfaction with rollout use since our post-pilot survey. In addition, we have learned the tablet rollout has increased the average daily guest count by 10% and decreased wait times by 30 minutes. Looking forward, we will determine new locations to install the tablets and look into new features such as social media integration and reservations.

Customer Satisfaction: Pilot

Q. On a scale of 1-5, please rate your experience with the tablet overall.

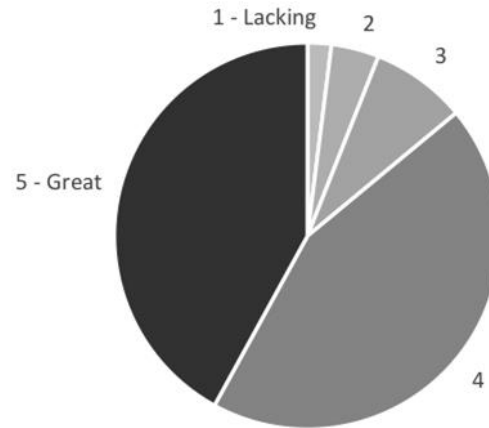


This pie chart illustrates the results from the post-pilot survey. 72% of respondents indicated a customer satisfaction score of 4 or 5.

Customer Satisfaction: Launch

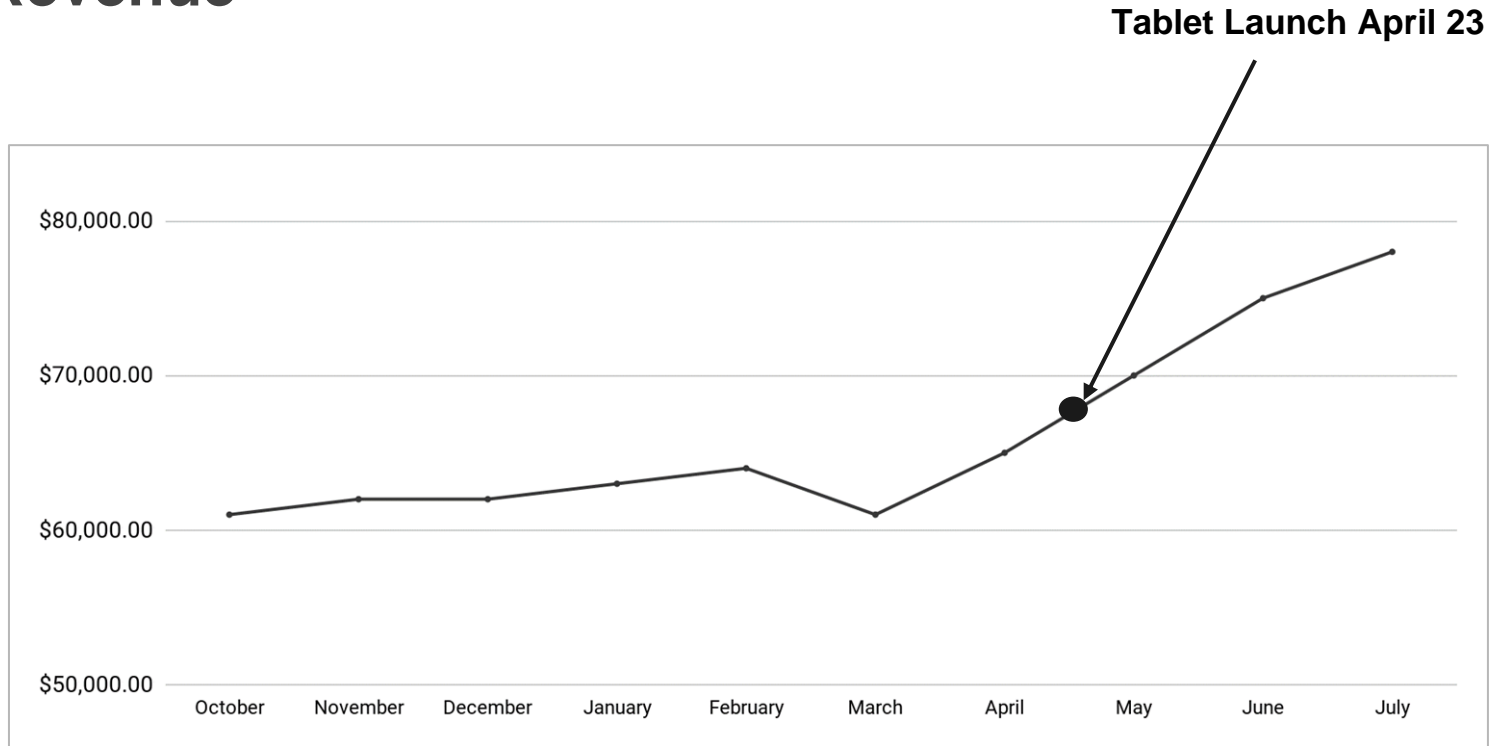
Q. On a scale of 1-5, please rate your experience with the tablet overall.

Customer Satisfaction Post-Launch



This pie chart illustrates the results from the post-launch survey. 86% of respondents indicated a customer satisfaction score of 4 or 5. This is a 19% increase.

Revenue



This is a chart of Sauce & Spoon revenue, showing that after tablet implementation, revenue increased. July revenue was up to 20% over April's monthly revenue.

What Worked: Key Accomplishments

Decreased table turn time

- Implementation of the tablets increased the average daily guest count by 10%.
- Tablets also decreased wait time by 30 minutes.

Decreased food waste

- Tablets identified who was receiving an incorrect order.
- Kitchen staff has taken the initiative to correct orders and decrease food waste by 50%.

Increased customer satisfaction

- After the pilot, customer satisfaction was at 72%.
- Once we implemented improvements based on feedback, customer satisfaction increased to 86%.

Increased sales

- Our monthly revenue has increased steadily since the tablet rollout, upwards of 20% since September/pre-rollout.
- Tablets also helped boost revenue during the holiday season.

Next Steps: Looking Forward

Initiative	Action	Date
Implement tablets in more locations	Create new project plan for new location installation	Q2
Continue to track customer experience and satisfaction	Continue surveying/ gathering data through various means	Ongoing
Expand tablet features	Investigate new features like social media integration, reservations, videos, etc.	Q4