

CASE STUDY

National Restaurant Company Speeds Paper-based Guest Feedback from Menu Surveys

TDEC's work enabled quick capture of guest data, allowing the company to make informed business decisions.

Challenge: In 2018, a sports-themed restaurant company was testing two new menu items in 13 widespread locations and sought guest feedback. The company needed both a process and quick turnaround of the data to support menu development decisions.

Solution: Given the fast pace of the restaurant and lack of staff to handle the project internally, the restaurant company chose to outsource the process to TDEC which coordinated the design, printing and shipping of survey packages (including pencils), the return of completed surveys through pre-addressed labels and scheduled pick-ups, data sorting, capture, aggregation and delivery.

Surveys were given to guests who ordered one of the two test menu items and agreed to provide feedback. Using this approach, TDEC was able to achieve a high rate of survey response.

Results: The survey ran for 14 days in the 13 test locations. TDEC received completed surveys on the 7th and 14th day of the surveys. TDEC staff counted all respondents who answered "excellent" and provided the total and percentage to the company within one day of the survey's receipt. Then data entry staff entered and verified all survey responses providing a complete data to the restaurant company, *delivered on time and on budget.*