

## PROJECT EXPERTISE

# Survey Data Capture for Restaurants

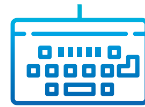
Timing is everything in the restaurant business: greeting your guests after they've been seated, providing menus, refilling drinks. Similarly, there's an optimal time to ask your guests for their feedback on a new menu item - **while they're still in the restaurant**. Once they've left the premises, your opportunity to engage them drops dramatically. Paper-based surveys remain a time-proven means to capture your guests' feedback on your brand. **TDEC provides everything you need to quickly capture guest data.**

### HOW IT WORKS:



#### 1. SUPPLIES SENT TO RESTAURANTS

Materials include surveys, server-friendly directions, instructional back-of-house poster and pre-addressed envelopes.



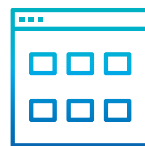
#### 4. DATA CAPTURE OF SURVEY RESULTS

Within agreed upon timeframe, TDEC staff enters and verifies all survey responses.



#### 2. SURVEY DISTRIBUTION

Restaurant staff distributes surveys to guests as instructed and collects completed sign-up forms in the envelopes provided by TDEC.



#### 5. RESULTS DELIVERED

A complete set of data is delivered to the restaurant company in the form of a spreadsheet.



#### 3. SCHEDULED PICK-UP

TDEC arranges pick-up of the envelopes with completed surveys on a schedule determined with the restaurant company.



#### 6. INFORMATION READY

The restaurant company can now use the data to make informed business decisions.

### CASE STUDY AT A GLANCE

**Challenge:** A sports-themed restaurant chain needed guest feedback about two new menu items. The company needed both a process and quick turnaround of the data to support menu development decisions, though didn't have the staff – or the time – to handle the project internally.

**Solution:** After selecting 13 widespread representative locations, the restaurant company outsourced the process to TDEC. A dedicated TDEC manager coordinated the design, printing and shipping of survey packages (including pencils), pre-addressed labels, and scheduled pick-ups for completed surveys, plus data sorting, capture, aggregation and delivery of the results back to the company.

Surveys were given to guests who ordered one of the two test menu items. Using this approach, TDEC was able to achieve a high rate of survey response, ensuring project speed and results significance.

**Results:** The survey ran 14 days in the 13 test locations. TDEC received completed surveys on the 7th and 14th days, and provided two layers of data response. To deliver immediate feedback on target metrics, TDEC counted all respondents who answered in the targeted response range, and provided a response summary within one day of receipt. After data entry and verification of all survey responses, TDEC delivered a complete survey results report to the restaurant company, *delivered on time and on budget.*