



AlliedInput

An innovative platform for customer interaction

These callouts are designed to assist in reading and understanding the following material.

Eats 1 and Eats 2

Restaurant Customer Feedback

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Overview

Sample size and scope

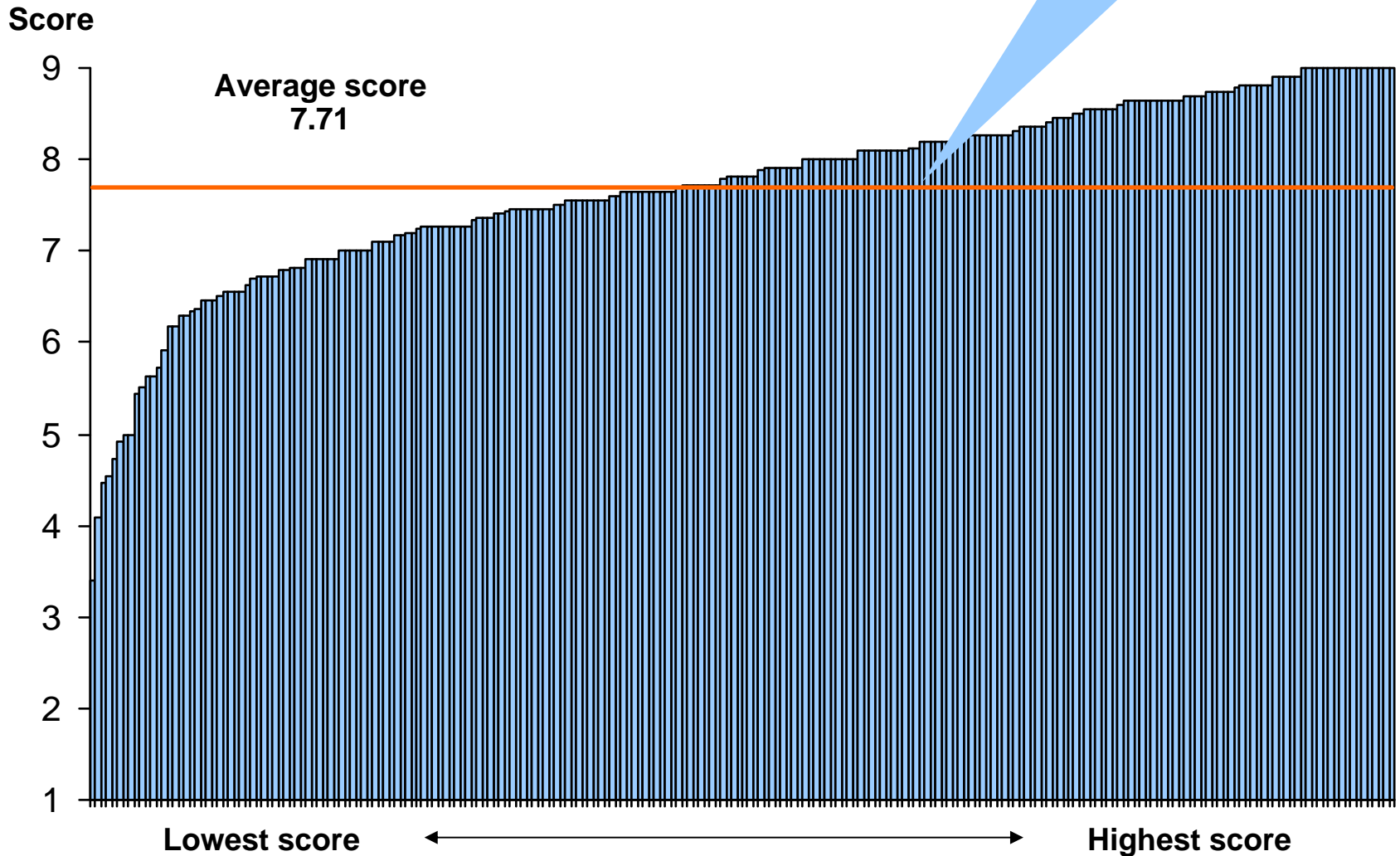
The email list needed some cleaning which was evident from the sample sizes from both restaurants.

- From a sample of about 2,500 email addresses,
 - Eats 1 received a total of 258 responses which is a good response rate at 10%
 - Eats 2 received a total of 20 responses which is very small and potentially, not representational of Eats 2's population.
- Data was collected between January 29th – February 12th 2009.

Eats 1 – Scores by Respondent

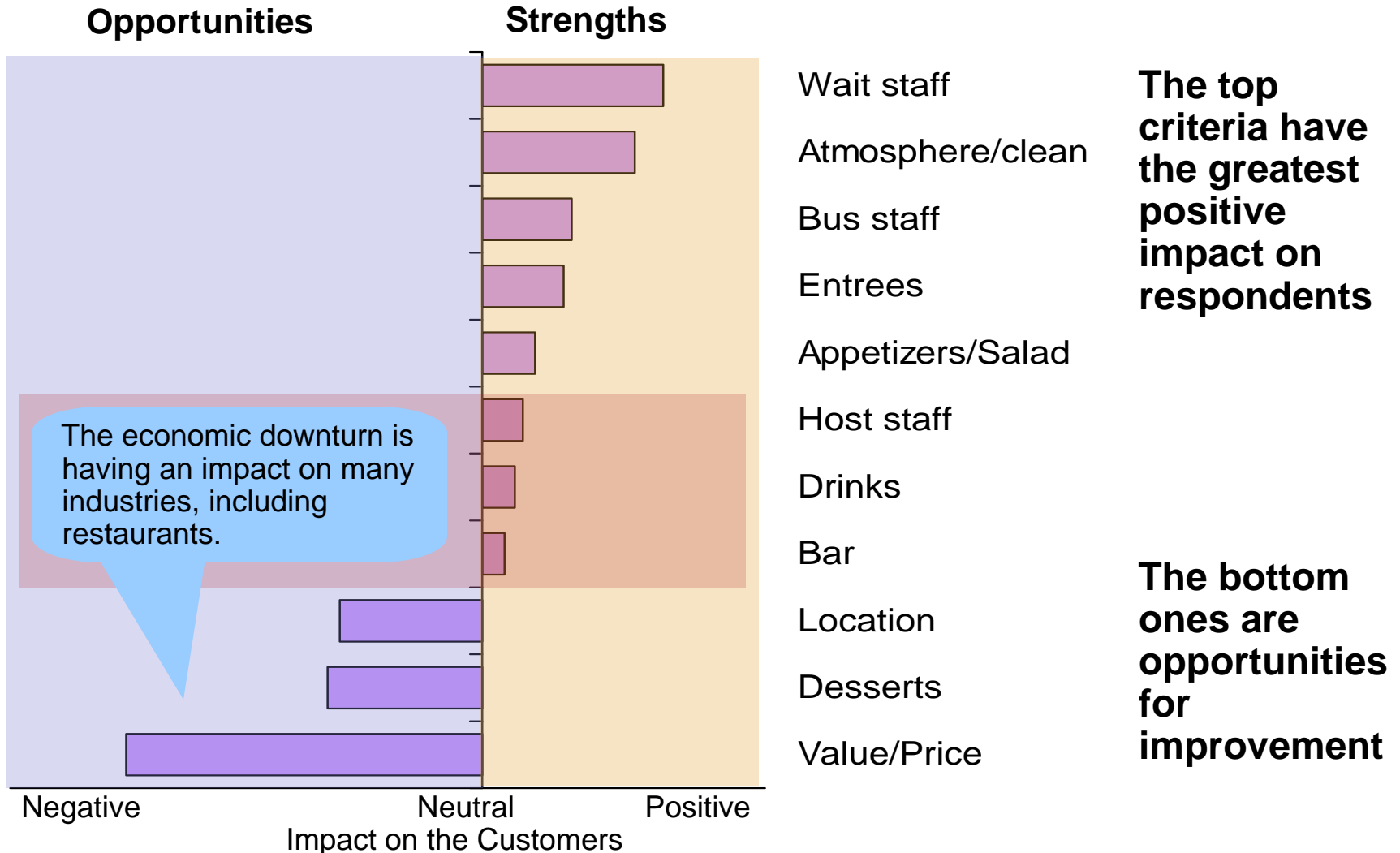
Average score 7.71, count 236

This is a good average score but it also has room for improvement.



Eats 1 – Impact chart

How criteria impact your customers experience

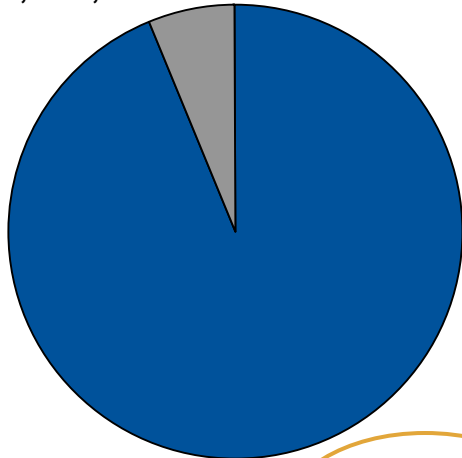


Eats 1 – Recommend and Return

Counts of Yes and Maybe

Will recommend Eats 1 to others

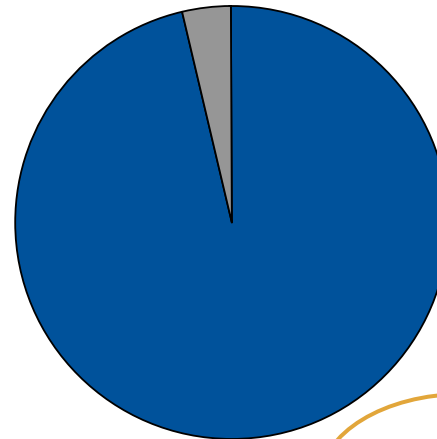
Maybe &
No, 16, 6%



Yes, 240,
94%

Will return again

Maybe, 9,
4%



Yes, 247,
96%

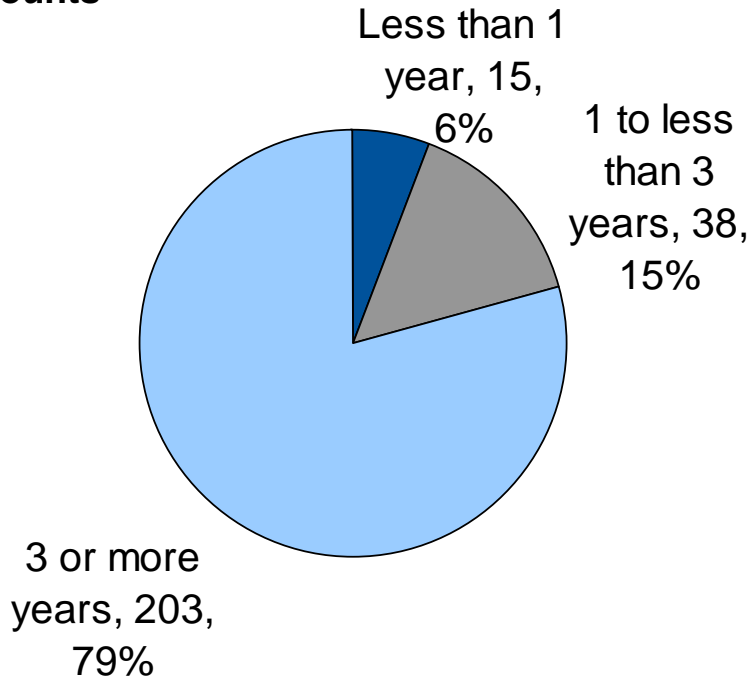
The “Yes” responses at 94% and 96% are very high but the one problem we found is that people will return, but they won’t return as often!

Eats 1 – Scores and Counts

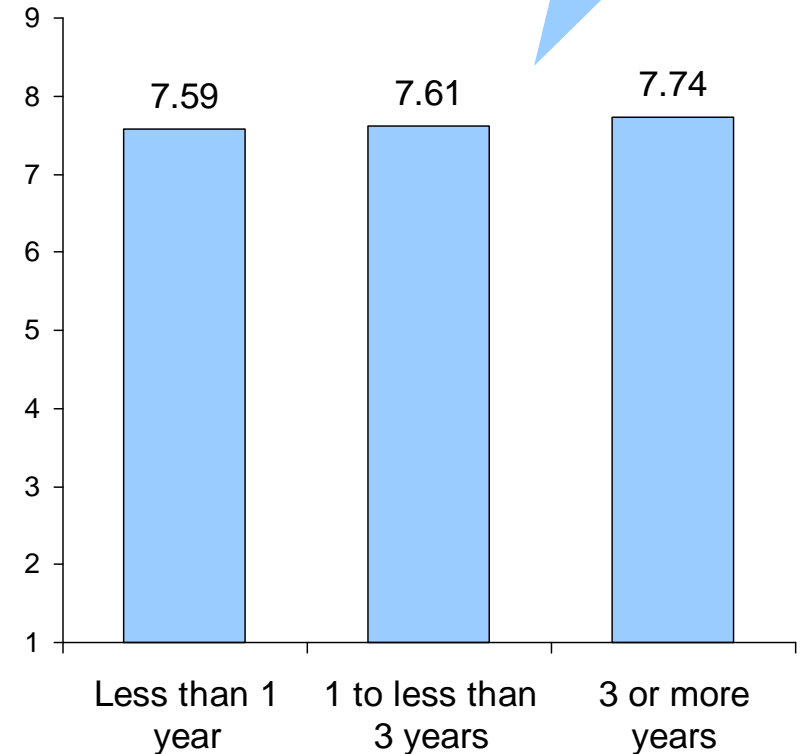
Customer Length

Satisfaction increases over time which is what you want. A decrease would be a red flag for immediate improvements.

Counts



Scores



Satisfaction increases over time and Eats 1 has a 95% repeat, loyal customer base with 79% being more than 3 years.

Eats 1 – Service

Comments on service

Service is a huge strength for Eats 1 and people love the friendly atmosphere that the entire staff brings to the restaurant.

- The service and staff are strengths at Eats 1 and consistently have a positive impact on the customers. Customers note Eats 1 as having friendliest staff in the bay area. Comments highlight:
 - Wait staff – “All of them - are friendly, efficient, and knowledgeable about the menu.” “Always right on the mark with describing dishes if we have any questions. Friendly, sweet and very well trained to be customer oriented.”
 - Bus staff – “The best ever. Keep the bread coming.” “They're always "on the ball", but do not rush us.”
 - Host staff – “The host staff recognize us - it's a good feeling to be recognized.” “Always pleasant and we're usually seated promptly.”
 - Bar staff – “The bartender is one of the big reasons I go to Eats 1.” “The reason I come. :) Very good service and quality people.”
 - Bill (Owner) – “Always happy to see Bill!” “We love Bill! He makes us feel special by greeting us personally when he is there. We have been customers since Eats 1 opened...”

Eats 1 – Service

Recommendations

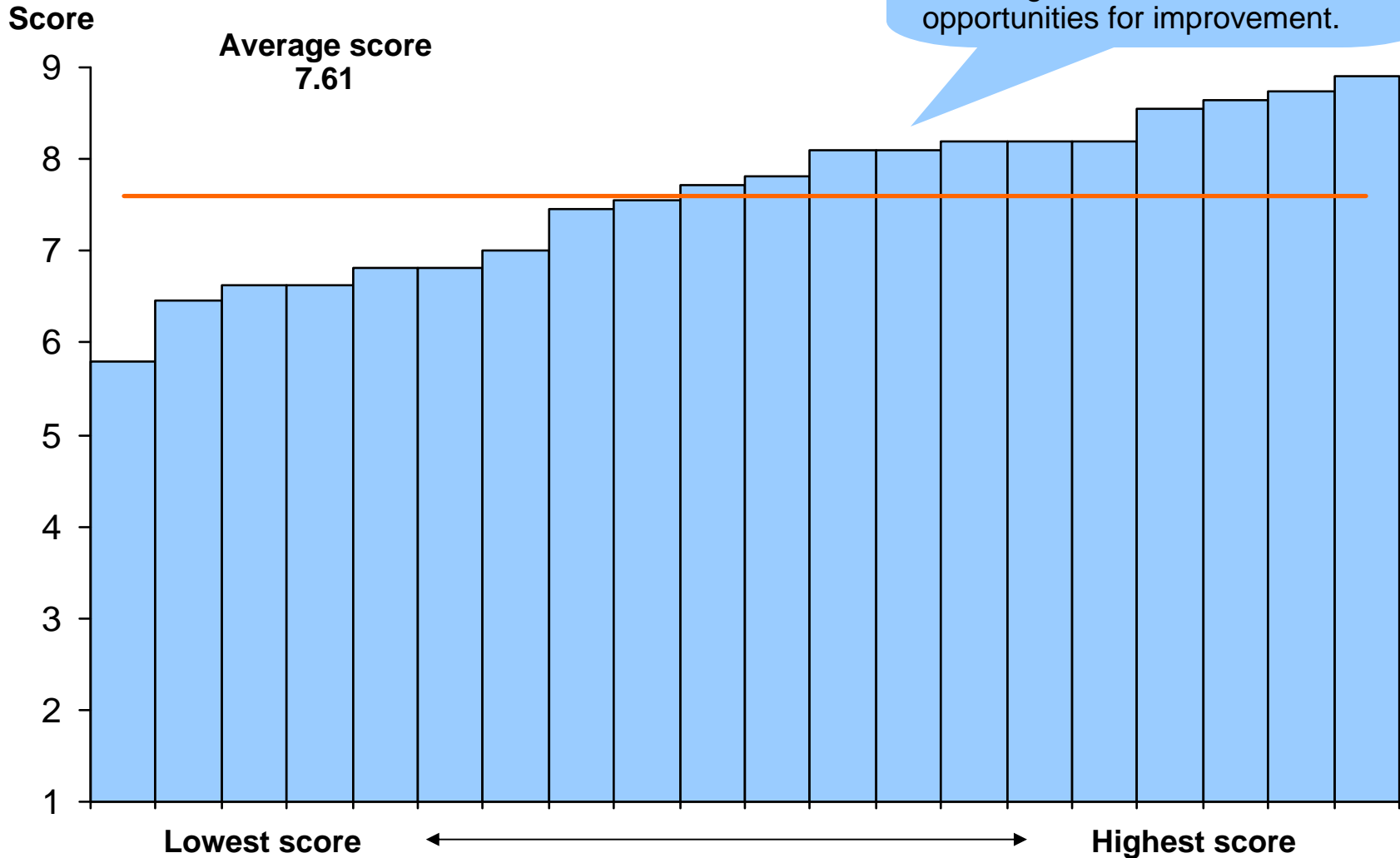
In order to maintain high service levels, insights were provided insuring that service would remain a strength for Eats 1.

- When it comes to the service, there are only a few comments that note potential improvements. They are:
 - For all staff – do ensure that personal conversations with other staff members are kept to a minimum. Recommend they interact with the patrons. They love it!
 - Bar staff – ensure that everyone at the bar is treated the same.
 - Bus staff – continue to ensure that all customer's are finished eating before asking to remove plates.
 - Host staff – remember, you are the first impression for the restaurant, ensure that everyone is greeted and accommodated.
- Bottom-line, you're doing a great job of keeping Eats 1 a friendly, neighborhood restaurant/bar.

Eats 2 – Scores by Respondent

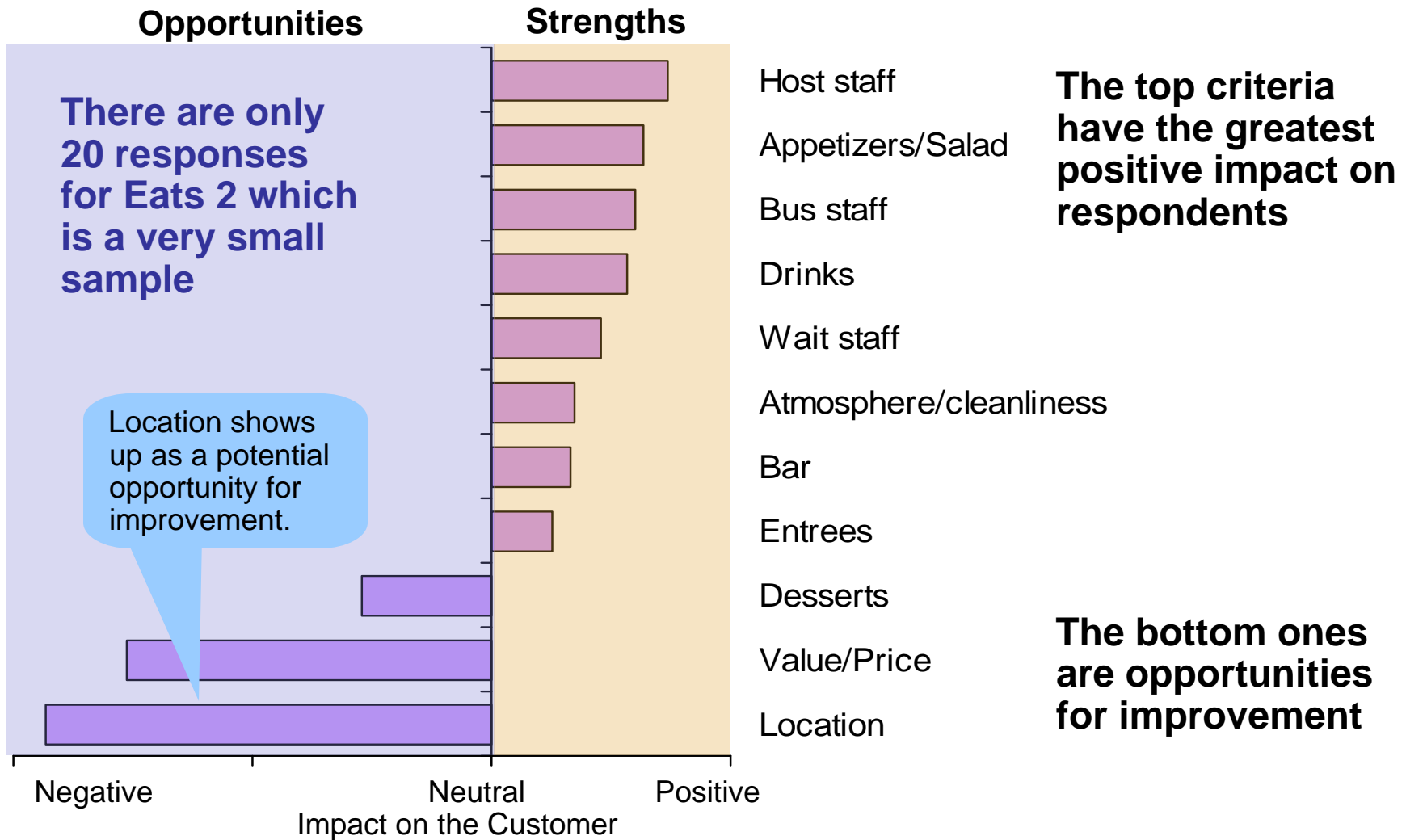
Average score 7.61, count 20

The sample for Eats 2 is very small but as you will see on the following slides, still offers some opportunities for improvement.



Eats 2 – Impact chart

How criteria impact your customers experience



Eats 2 – Recommendation

Opportunity – Location

- **Assistance in parking is key. Recommendations:**
 - Add parking recommendations and restaurant validation on the website
 - Advertise validation at the restaurant – small sign at hostess station or in window
- **Comments**
 - **#1 Wasn't sure where to park - what was closest, if you provided validation. More information on the website would be helpful.**
 - Parking downtown has gotten tougher over the last year, its not necessarily the Loft's fault.
 - Public parking is often difficult to find.
 - It's downtown San Francisco, I don't expect miracles when parking is concerned.
 - As parking gets harder to find in San Francisco, offer free parking stickers.
 - Public parking across the street.
 - I like going downtown San Francisco to eat.
 - I find the parking lot across the street extremely convenient.
 - **#2 Parking across street w/voucher is perfect –**
- **You're doing the right thing, make sure everyone knows!**

Eats 2 is doing the right things, they just need more communication. Great job!

Information

Client Contact Information

Bill

Eats 1 and the Loft

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