Recognize Guest Insights

Do you truly have a pulse on what your guests think? From each individual dining experience, to the service, the food, the atmosphere? You may think you do, but are you completely objective? Is your information accurate?

Traditional ways of collecting guest feedback include printing a message on a receipt that prompts the guest to log into a website to answer your questions. Usually, there's an incentive for the guest to do so, making their motivations for filling out the survey dubious at best.

What does this traditional model of survey provide?	Why is a survey engine on a Ziosk tablet better?
• Low opt in rates – on average, you see 1-2 responses per store per month	• High opt-in rates - see up to 1200 per store per month*
• Often inaccurate responses, i.e.:	• More accurate responses:
+ People who are upset and want to complain	+ The survey is not incentivized, so no one's just in it for the prize
+ People who only fill out the survey for the incentive	+ The survey times out, so servers can't take the survey themselves
+ Servers who take survey themselves, so they can give themselves high marks	+ The volume of surveys given offers a chance to ask different questions to different people based on their order

Following payment, 100% of guests are automatically dropped into a post-dining survey, providing the best opportunity for guests to give feedback. With greater quality and quantity of guest feedback, you can understand input from your guests and use it to optimize your restaurant's performance.

Contact your Sales Representative today to RECOGNIZE guest insights with surveys.

Ziosk®