

Customer Surveys

why you have to have them and
why current methods don't work.

An on-the-spot Customer Comment Card, Analysis and Alert system delivered via the customer's mobile phone (voice, text or web), taken at the restaurant by real customers—To get ratings, ideas, and suggestions.

These are visible via the internet and can be used by the restaurant within seconds to fix an issue, salvage a customer or implement a great idea.

Customers are retained and the restaurant delivers what they want - always

Delivers

- Actionable data
- Increased Loyalty
- Alerts and Testimonials

Replaces:

- Mystery Shopping
- Comment Cards
- Email Surveys
- Web Surveys

OPINIATOR

11307 NW College Dr
Portland
OR, 97229

Phone: 260-673-5243
E-mail: info@opiniator.com
Web: www.opiniator.com
Twitter: @opiniator

Customer Defection

The restaurant industry suffers from some of the worst customer defection. Clearly, many restaurants do NOT understand the needs of their customers OR are failing to deliver an appropriate offer OR using the wrong feedback method

Yet retaining customers has massive impact on the profit of a business.....**MASSIVE!!**

Many restaurants are feedback challenged - asking the wrong questions to the wrong customers at the wrong time, and usually with very poor analysis. Existing methods like comment cards and mystery shopping are **too late for action** and way **too expensive**.

Solution—OPINIATOR

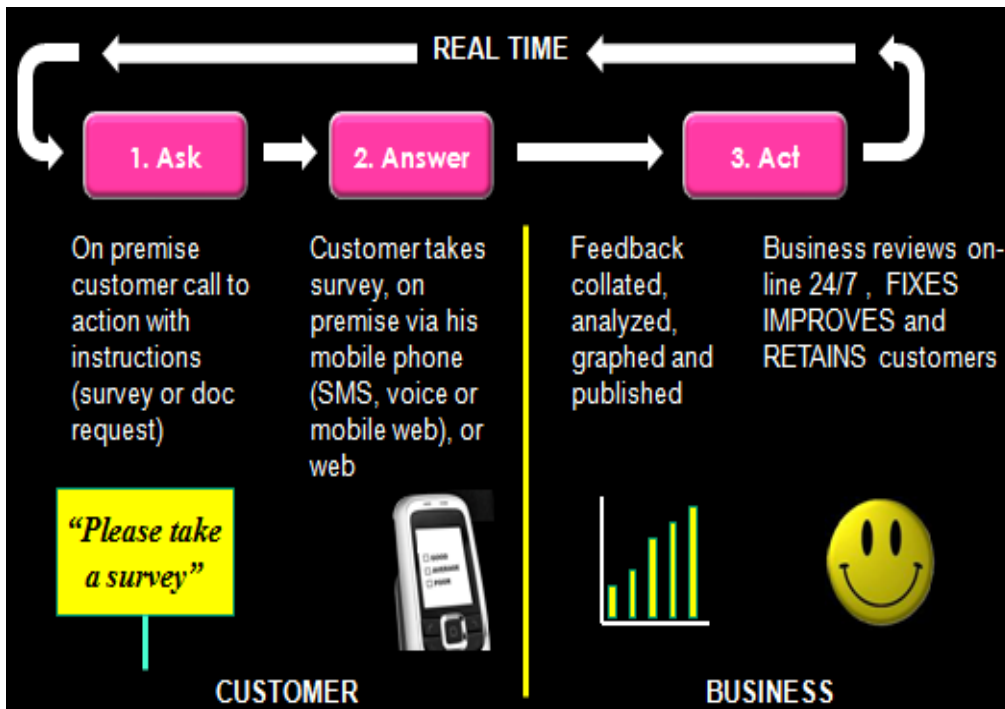
The **ONLY** solution to prevent customer defection is to understand current customers, through on-the-spot feedback with **ACTIONABLE** real-time analysis and alerts.

“Cutting defections in half can double the firm’s growth rate, and reducing defections by just 5% increased overall profits by 30%.”

*Fred Reicheld—'The Loyalty Effect' -
HBR 1996*



OPINIATOR—How does it work



CUSTOMER CONVENIENT INPUTS



CALL US



CLICK US



TEXT US



SCAN US

OPINIATOR—What Can it be Used For—Examples

- Rate the elements of your menu, service and facility
- Rank what needs to be fixed
- Determine current customer satisfaction
- Compare performance by location or staff
- Review data by shift
- Determine how customers discovered the restaurant
- Deliver alerts instantly to management for fixes to be made
- ...and customers to be salvaged
- Engage the customer by asking for their ideas
- Generate a continual stream of testimonials

NO CAPITAL

NO EQUIPMENT

NO SOFTWARE

NO POS INTEGRATION

NO SWEAT...

JUST MORE DATA,

MORE INSIGHT,

MORE LOYALTY,

MORE CASH

OPINIATOR—Customers



PIZZA

