



inmoment

EBOOK

How Restaurant Brands Can Get Better Guest Feedback

OPTIMIZE, MAXIMIZE, AND PERSONALIZE FOR THE FUTURE

In today's experience economy, a simple request for feedback on a receipt is not enough to accurately determine your guests' needs. Guests need to be presented with the option to share feedback at the right time for them—whenever, wherever, and however they want to. At the same time, the volume of feedback requests and the length of surveys often result in survey fatigue and other negative emotions in guests.

This is just one of the complex issues restaurant brands find themselves facing today. Others include:

- How do I understand the experience every individual guest has with my brand?
- How do I communicate with them in a way that they're more likely to give feedback?
- How can I demonstrate awareness of the guests' situations and acknowledge their needs?



In the face of all these questions about the direction of the food service industry, one thing is absolutely certain: Yesterday's approach to guest feedback *will not* work for the future. Brands looking for a competitive edge need a solution that will help them optimize and personalize their process in order to get better feedback and better intelligence.

“The premise of restaurant marketing is to connect with guests. However, the communication that restaurants initiate and respond to are often opportunistic, one-directional, and fail to drive value.”

STEVE CARLIN, EXPERT INSIGHTS

Three Steps to Better Guest Feedback

Getting even more and even better guest feedback might seem like a complicated task, but InMoment has simplified the process into three steps:

STEP 1: OPTIMIZE

Eliminate survey fatigue by sending relevant and optimized surveys—all done through data science.

STEP 2: MAXIMIZE

Maximize guest touchpoints and leverage both employee and nonbuyer feedback.

STEP 3: PERSONALIZE

Make your invitations for feedback more beautiful, engaging, and personal.

Step 1: Optimize





ELIMINATE SURVEY FATIGUE

Digitization has made it easy for brands to both send surveys to guests and show they care—and to be honest, that has never mattered more. However, with this amount of exposure, consumers can easily avoid invitations for feedback due to the high level of survey fatigue.

Survey fatigue prevents brands from achieving their goals because it limits overall responses and affects the quality of responses. However, since good guest service depends on feedback, banning surveys is not an option.

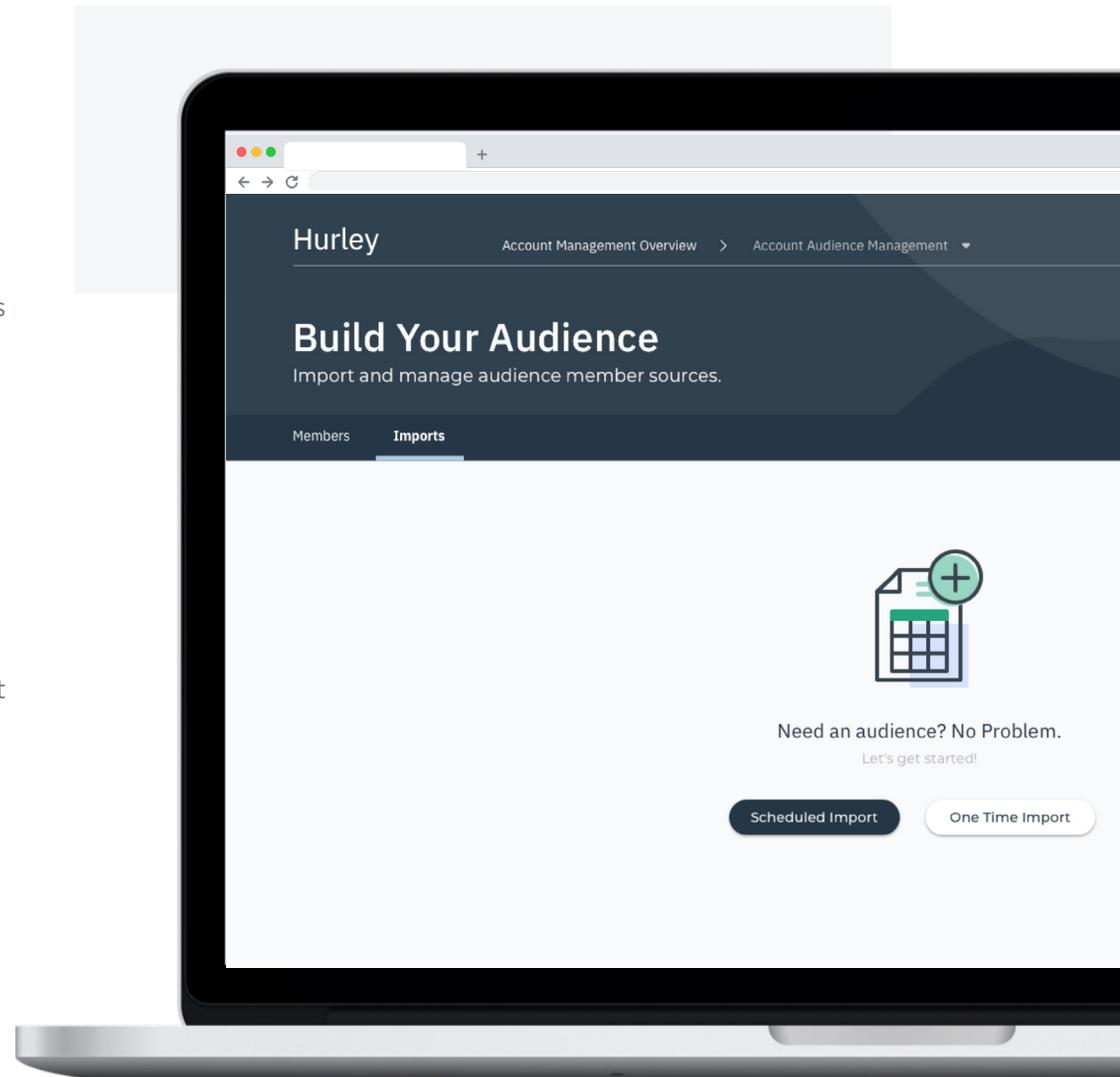
Fortunately for brands, an expert CX partner will provide the right technology to help optimize survey questions, design, and audience.

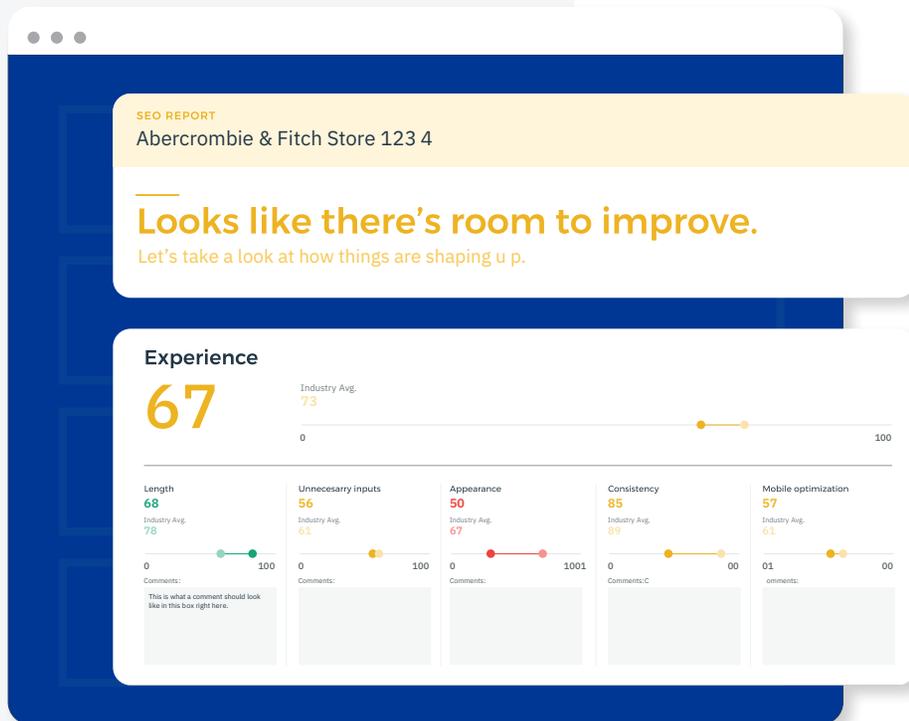
“More than 70% of consumers say that surveys interfere with a website’s experience and nearly 80% abandon a survey before they’re done.”

NATIONAL RESEARCH CENTER

SURVEY THE RIGHT AUDIENCE

Your guests are more diverse than ever before, and that means it is even more difficult to ask relevant questions and form authentic relationships with them. In order to survey a specific group of guests, whether based on purchase, geographic location, or demographics, you need tools that will help you segment your guest data into those criteria. InMoment's Audience Management tool allows you to automatically import all your guest data into the platform and segment the data to fit your marketing and feedback campaigns, saving your data analysts from countless hours of work.





REASSESS YOUR SURVEY

Not all surveys are created equal, and if you've captured a guest's attention and time, you should be sure you're making the most out of it. With InMoment's Survey Experience Optimization (SEO), learn how your surveys stack up against the industry—and where they could use improvement—using data science. Gain insight into the effectiveness of your questions and also their flow and logic. SEO is done by InMoment's data scientists who provide a thorough examination of current survey experience and effectiveness. A perfectly optimized survey is more engaging, effective, and can increase your response rates.

Step 2: Maximize





MAXIMIZE YOUR FEEDBACK POTENTIAL

Touchpoints are places where existing or potential guests might interact with your brand. All of these interactions might alter the way they feel about your service. Therefore, recognizing all your potential touchpoints provides you more opportunities to engage with guests. However, knowing your touchpoints is only half the formula. You need to make sure every touchpoint meets your guests' expectations and that those touchpoints will lead to a better guest experience.

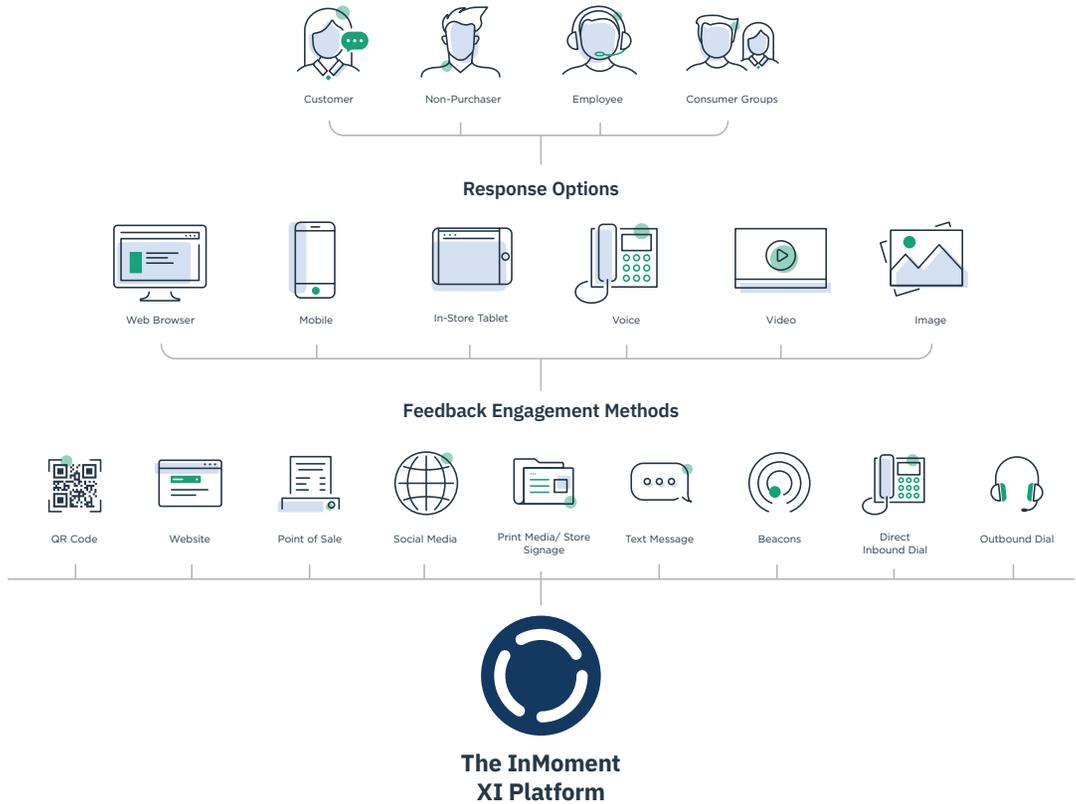
"Businesses that adopt omni-channel guest experience strategies achieve 91% better year-over-year retention rates."

ASPECT SOFTWARE

PROVIDE MULTI-TOUCHPOINT SUPPORT

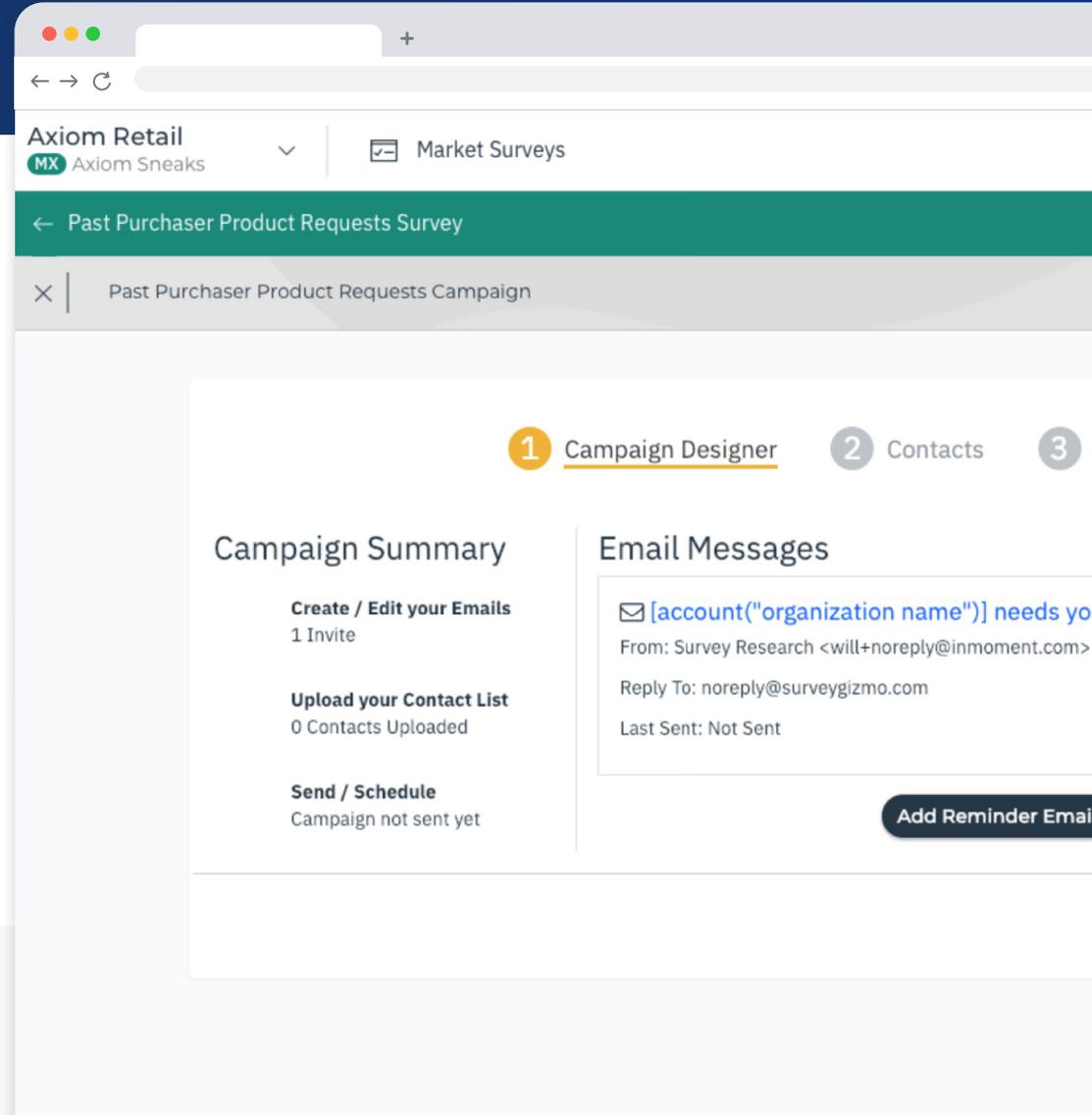
Your guests' perception of your brand is based on more interaction points than ever: your mobile app, in-store and online ordering experience, advertising, social media, and more. They expect a consistent experience across all channels and touchpoints.

InMoment offers a seamless experience for your brand to engage with guests and listen to their stories through a variety of channels, including e-commerce, email, website, text message, social media, point of sale, outbound dial, direct inbound dial, QR code, and print media. Analytics and reporting for all of these channels are available in a single platform, making it simple for users in all areas of the business to find the intelligence they need.



LEVERAGE NON-BUYER FEEDBACK

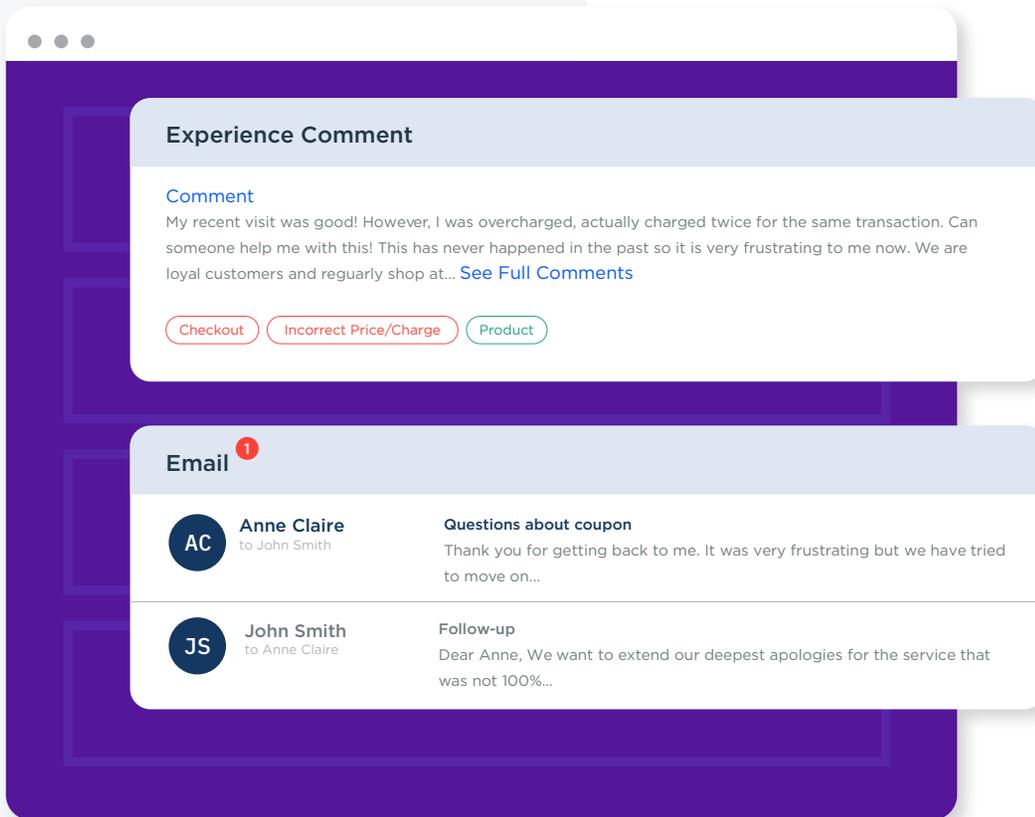
Sometimes, the answer to your questions can't be found in your existing data. Maybe you've just launched a new menu and want to know the public's perception of it, or perhaps you'd like to gauge interest in an upcoming promotion. These situations occur all the time, but when you're pressed for time, asking your guests these questions can pose a problem. InMoment's Market Surveys enable users to not only create their own surveys, but also to distribute those surveys immediately.



EXPLORE EMPLOYEE FEEDBACK

Most of your employees are on the frontline when it comes to direct guest interactions. As obvious as it may seem, traditional VoC programs collect only one side of the guest experience: the guests'. However, for every guest, there can be many employees responsible for delivering various aspects of the guest experience—for better or for worse.

InMoment can help you collect a constant stream of feedback from both your guests and your employees to get a full view of the experience and better position your brand to take specific action.



Step 3: Personalize



KNOW YOUR SURVEY RESPONDENTS

Modern consumers want personalized service wherever they spend their money—restaurants included. Earlier, we mentioned segmenting your data based on criteria of your choosing such as what guests purchase, their geographic location, or demographics to gather the feedback you want from the right guests. Knowing these pieces of information will add much more context to their responses. This section will focus on using this data to make feedback requests look and feel more personalized to the respondent. It is also the final step to get you even better and even more feedback.

They increase participation. Requests for feedback are likely to be completed if the respondent perceives that the survey was built thoughtfully.

They make guests feel special. A personalized survey shows your guests that you value their opinions and time.

They make survey analysis much easier. Higher response rates make for higher-quality data that helps brands make smarter decisions.



“Personalization may take a bit more time in the short term, but it ultimately cuts down on the clutter and gives you data you can truly learn from. By using personalization tools to give guests a better survey experience, you can generate the feedback your brand needs to grow.”

GETFEEDBACK

TAKE A DESIGN-LED APPROACH

Having a beautifully-designed survey does so much more than look pretty. It also shows professionalism and a brand that cares about providing a good guest experience at every interaction. The consequences of bad design goes beyond just hurting your brand image, it also hurts the quality of your data because it's less intuitive. If your respondents have a difficult time answering your questions because of how poorly designed your survey is, they just won't.

InMoment designs brand-relevant surveys that are not just beautiful to the eye, but are also designed and backed by data science with the purpose of personalizing the survey to the respondent.

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Axiom

How likely are you to recommend us to your friends and family?

HIGHLY UNLIKELY HIGHLY LIKELY

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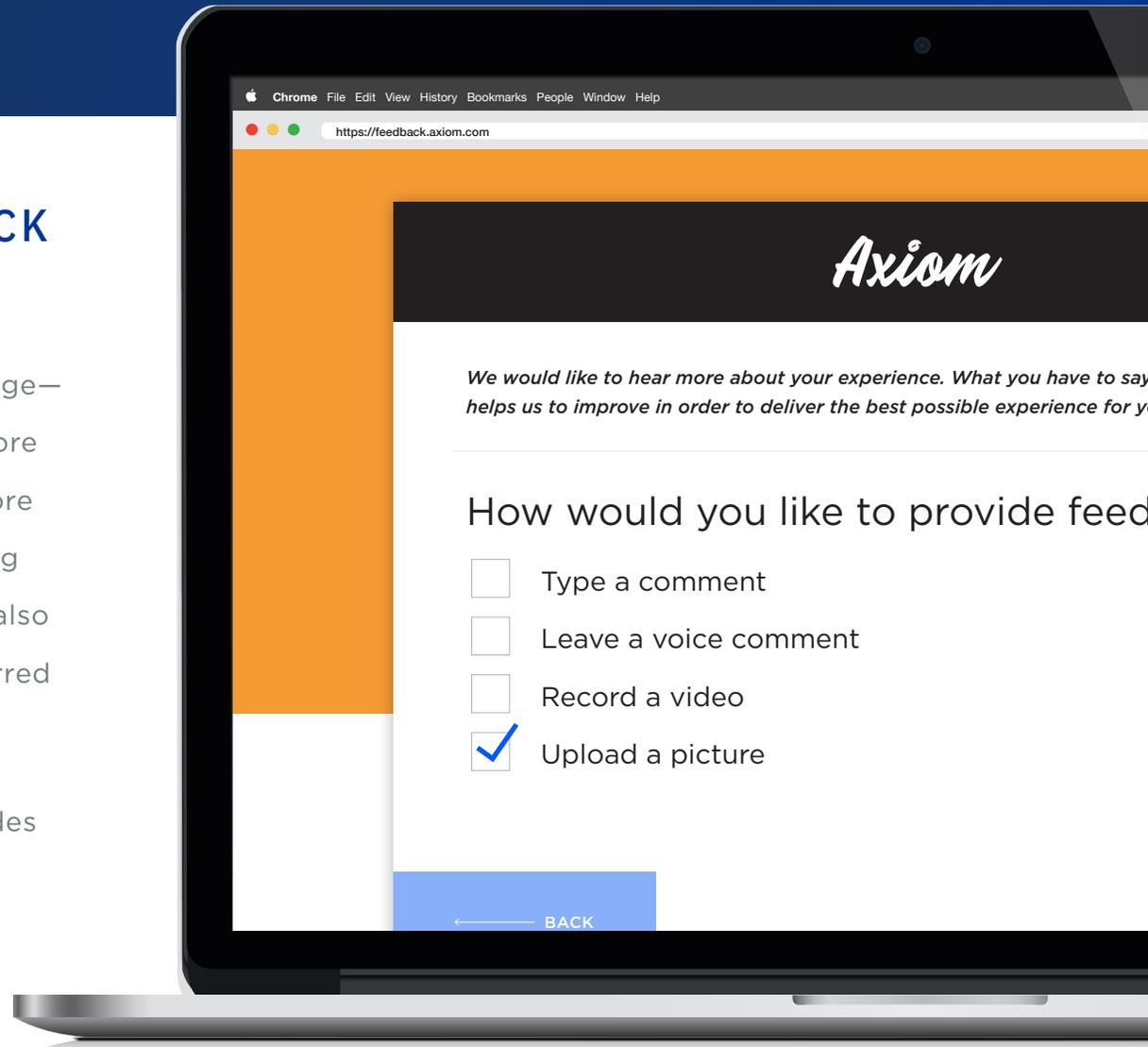
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ENABLE MULTIMEDIA FEEDBACK

Engaging your guests in a variety of fun and interactive ways—through voice, video, and image—leads to more meaningful conversations and more detailed stories. This rich data allows you to more accurately understand exactly what you're doing well and what needs improvement. Guests will also be more willing to leave feedback if their preferred method is available.

InMoment offers a seamless solution that includes voice, image, and video feedback in addition to traditional methods.



InMoment: The Leader in Food Service

At InMoment, we have more than 15 years of experience guiding some of the largest food service brands to experience success. In addition to getting your brand more and relevant feedback, our solution also enables you to take your guest experience program to the next level by:

Surveying the Competition:

Use benchmarking data from our panel, market surveys, and social monitoring to get a holistic view of where you stack up against the competition.

Resolving Complaints Quickly:

Understand feedback, address root cause, and take the necessary actions to reduce guest churn to save you both time and revenue.

Interpreting Your Data:

Use real-time insights to uncover patterns, trends, and anomalies in your data to better understand your guests and their habits.

Coaching Employees:

Give your frontline employees the feedback they need to deliver positive guest experiences, and arm your managers with the insights necessary to provide effective coaching every day.

Providing a True 360° View:

Incorporate data from audits, loyalty programs, feedback from employees, and more to get a holistic view of the guest experience and understand the trends that impact your business - all in one place.

“InMoment is part of the conversation at every level of our organization, from brand development to marketing to operations to restaurant valuation. We look at the score and we look at the comments, and we know what to do and where to focus our efforts. You can’t put a price tag on that sort of business-steering intelligence.”

ANNICA KREIDER, VP OF BRAND DEVELOPMENT AT MELLOW MUSHROOM



Better Feedback, Better Experiences

When you optimize your existing feedback process, maximize your touchpoints, and personalize your surveys, you are setting yourself up for success.

Not only will you get better feedback that will help you improve guest experience and your bottom line, you will be showing your guests that you care about their thoughts and want to make it easy for them to share their thoughts about your brand.

If you want to learn about any of the game-changing solutions in this eBook (and how they can apply to your guest experience program), go to www.inmoment.com/demo to talk to an experienced expert!

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About InMoment

InMoment™ is the leader in Experience Intelligence (XI), helping organizations deliver more beneficial and memorable experiences in every moment. The company's cloud-native XI Platform is engineered with data science at the core, featuring three clouds that work seamlessly together to give businesses a comprehensive understanding of the most important factors impacting the bottom line: Customer Experience (CX) Cloud, Employee Experience (EX) Cloud, and Market Experience (MX) Cloud. InMoment's technology, coupled with its deep domain knowledge in experience design and delivery, help more than 500 of the world's leading brands in 95 countries attract, excite, and retain their most profitable customers and most valuable employees.

For more information, visit www.inmoment.com

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