

Mobile Product Trial (Free): Restaurants

New Customer Acquisition and Customer Feedback via Text Message

To start your trial contact:

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The Leaky Bucket Analogy

What if the Leaky Bucket's Holes Were Plugged *and* The Spigot Got Turned Up?



Water = Customers or \$\$\$

Holes = Unknown Business Problems

How to Turn the Spigot Up? Innovative **Viral Marketing** Solution using Mobile

How to Plug the Holes? Innovative **Customer Feedback** Solution using Mobile

The Three Dining Outcomes...



Happy



Indifferent



Not Happy

- Repeat and Referral Business Comes From Happy Customers
- Unhappy Customers Represent Lost Future \$\$ -- **Existing and Prospective Customers**
 - Very Important to *Immediately* Recognize and Rectify Problems

Restaurant Industry Among Most Heavily Dependent on Word of Mouth

Most Popular Products Consumers Seek Advice For:

	Male	Female
1.) Doctors	45%	47%
2.) Legal Advice	41%	42%
3.) Auto Mechanic	40%	49%
4.) Restaurants	39%	38%
5.) Movies	26%	28%

Source: Maritz Marketing Research reported in American Demographics

People share opinions about products and services and they usually inform five to six people when they are satisfied from their experience with the service or product. In the case where they are dissatisfied they can inform up to 11 people (Cafferky, 1996).

What You Don't Know Can Hurt You...

- For Every 1 Customer that Complains 25 others do not (University of Florida/Tarp Study)
 - Many people don't like confrontation/awkwardness of complaining
- Viral Effect (Negative): Unhappy customers tell ~10 other people about their experience
- Viral Effect (Positive): Satisfied customers tell ~ 6 people about their experience
- People tell others about their experience, good or bad. Control & Leverage conversation



Business **Improvement** and **Growth** Powered by Mobile

Concept: Hybrid Mobile Texting Service that improves Restaurant's business by increasing:

Customer Retention (Plugging the Holes)

- *Instant Customer Feedback* via text
 - with ability to rate food and service
 - with ability to elaborate on complaints
 - with ability to instantly send red alerts to Management on duty in real time via text or email
- *Revenue/Customer Saving* feature
 - ability to send Come Back/Concession offers directly to unhappy customers' cell phone

Repeat Visits & New Customer Acquisition (Turning Spigot Up)

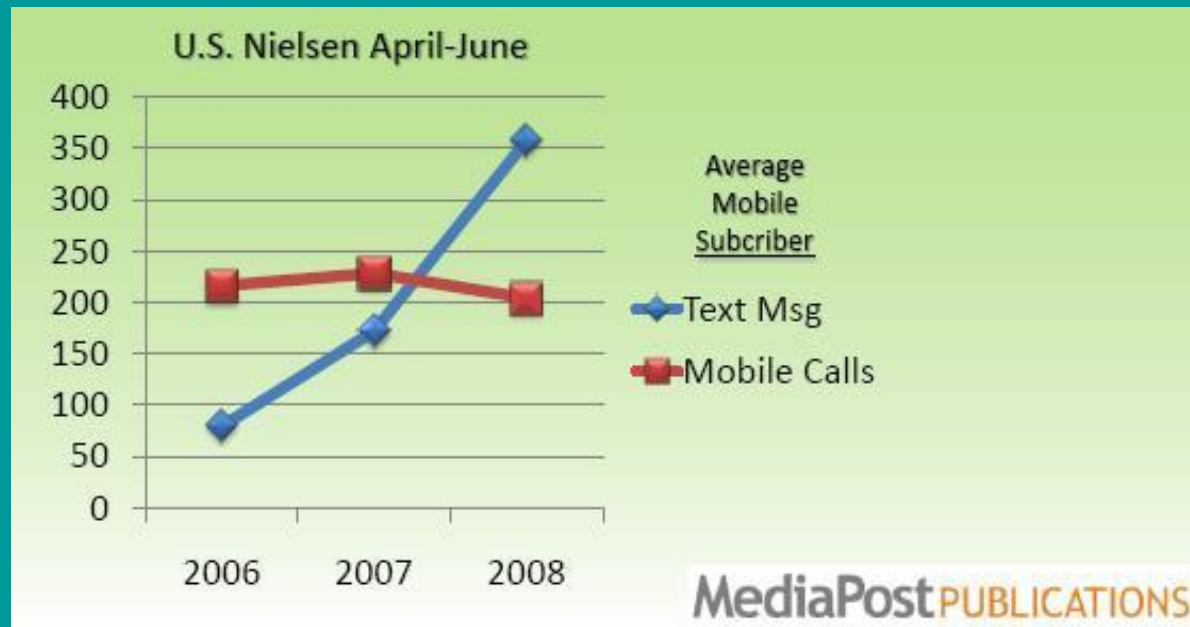
- *Build Opt-In Text Club*
 - ability to send Deals/Offer to customers that opt-in (the happy customers)
 - texting is superior to email blasts. Email marketing in decline and is becoming "old school"
- *Viral Marketing*
 - *viral growth* from Offer/Deal Forwarding by Opt-In customers to friends/family

Your Customers Are Already Texting, Now Get Them To Do It to Help You!

Familiar scenes you may see in your restaurant...

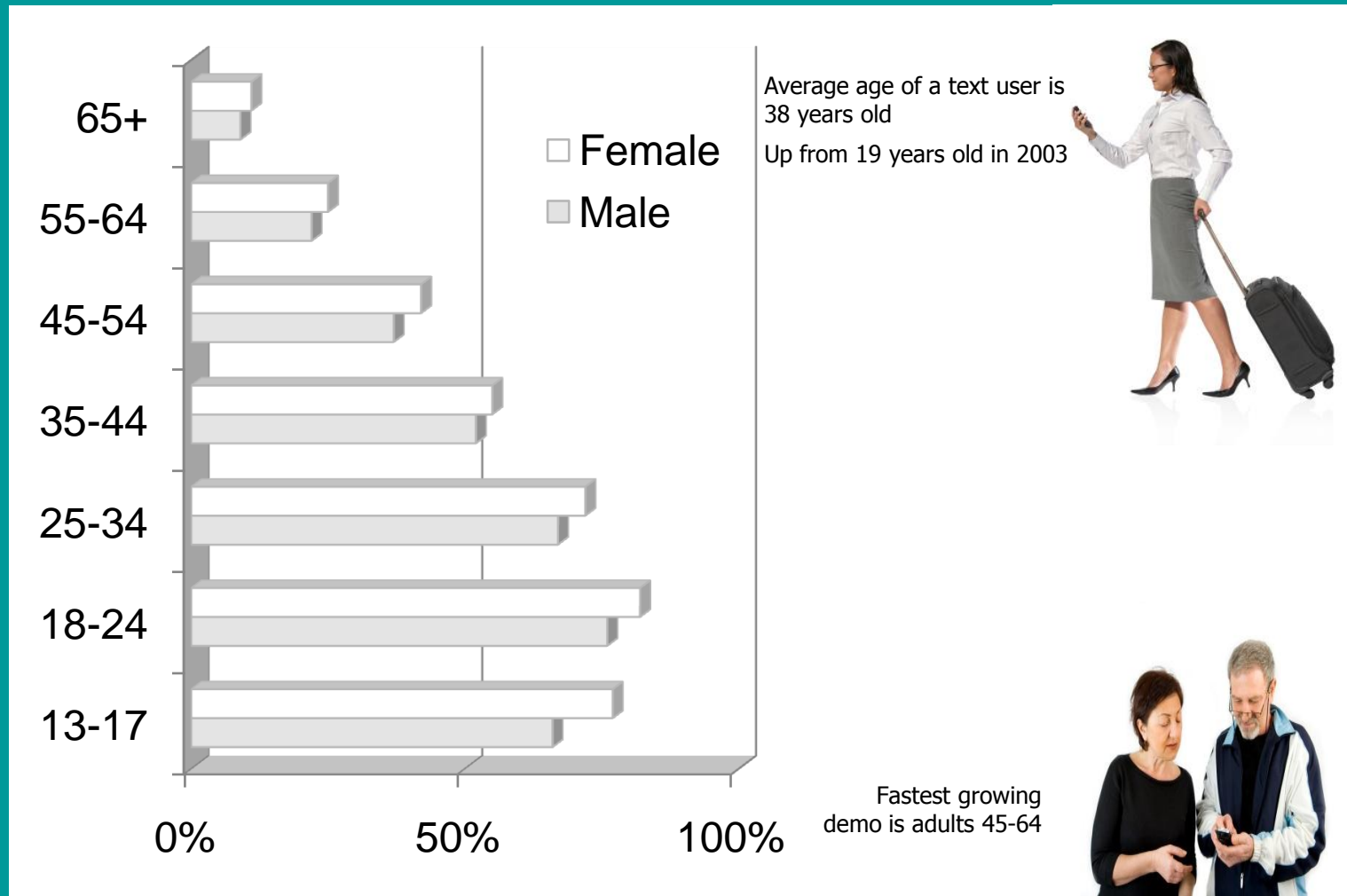


Texting Is Now More Popular Than Mobile Calls




- The average mobile subscriber sends/receives an avg of **357 texts/month** vs. **204 calls**
- 152.7 Billion Text Messages Currently Sent Monthly in U.S.

Text Messaging is for Everyone



Advantages of Texting Solution Over Traditional Methods: Comment Cards/Websites



Comment Card 

1. Do you like the setting of our restaurant?
 Yes. _____ No. _____




2. What do you think about the service of our staff?
d. Receptionist Good Fair Poor
e. Waiter/Waitress Good Fair Poor
f. Chef Good Fair Poor

3. What do you think about the quality of our food?
 Good Fair Poor

4. Do you have any food or drinks you want to add in the menu?

5. Do you have any food or drinks you want to delete in the menu?

6. Did you enjoy eating in our restaurant? Why?



1.) **More Representative**/Provides More Accurate Measurement of Business Performance

- Expect more responses from texting because of apparent ease and the “newness” effect
- Com. Cards/Websites can’t provide true measure of your business if only small % participate/fill out
- Com. Cards/Websites *more* cumbersome requiring pen/pencil/username/login. Seems like work

2.) **More Efficient** for Restaurant to Manage, No Manual Data Tabulation Needed

- Comment Cards require restaurant personnel to tabulate results, manual labor
- Data tabulation/reporting is automatic with texting. Automatic report sent to Restaurant

3.) **Enables More Immediate Action**

- Ability to instantly send Alerts/Complaints to Manager on duty in real time to their cell phone via text
- Com. Cards/Websites usually checked later, don’t provide for *immediate* notification of problems
- Cell Phone enables sending “Come Back” save offers to unsatisfied customers. Revenue saving

4.) **Environmentally Friendly** -- Texting does not require paper like comment cards do

5.) **Texting is Bundled Product** – Business Improvement and Marketing in one service

How it Works - Happy Customer Experience:

Text Rstr Trotters to 46786

If Happy w/Meal (G1 or G2)

If Happy w/Service (S1 or S2)

If Customer Subscribes



- Text Code should be placed on Customer Receipts
- Server inform customer of the Text Code on receipt when presenting bill

Unhappy Customer Experience:

“Customer complaints are like medicine. Nobody likes them, but they make us better.”
(about.com)

Initial Response

If Bad Meal (G3 or G4)

If Bad Service (S3 or S4)

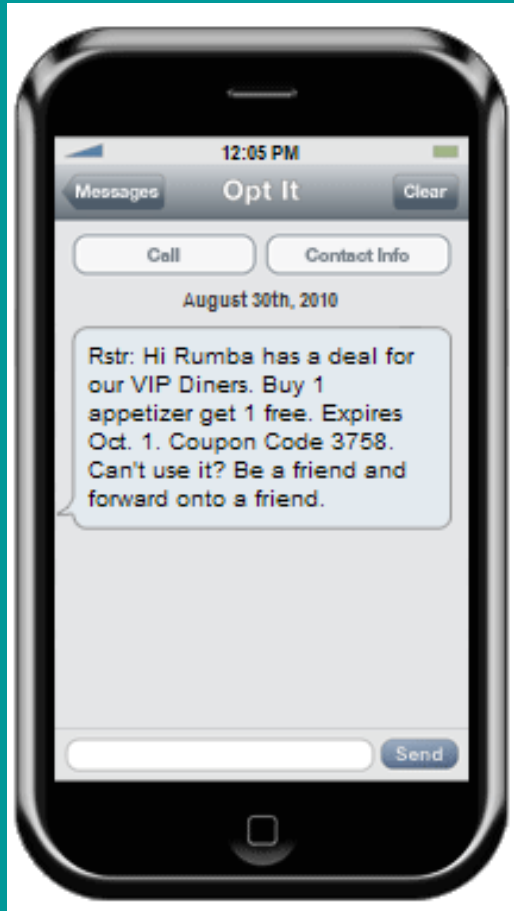
Response After Complaint



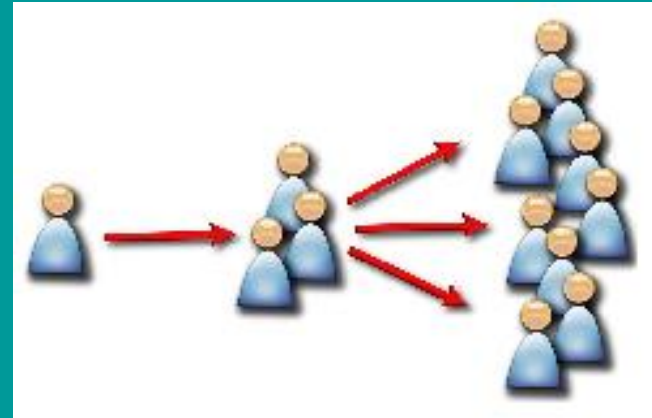
- Customer complaints can immediately be sent directly to Manager on duty via text msg
- Weekly Report sent with complete details (Satisfieds, Unsatisfieds, New Subscribers)

How it Works – Outbound Marketing/Meal Deal

Example Deal



Ultimate Goal: Viral/Deal Forwarding



People share opinions about products and services and they usually inform five to six people when they are satisfied from their experience with the service or product. In the case where they are dissatisfied they can inform up to 11 people (Cafferky, 1996).

- Ultimate Goal is to Grow Customer Base via Deal Forwarding & Repeat Customer Visits
- Restaurant Determines Deal/Offer and Expiration Date. Sent to Opt-In Subscribers
- Product “Formalizes” the word of mouth process. Puts mobile coupon in customers hand

Two Critical Keys To Success:

Receipt



Prominently Display Text Code on Customer Receipt

Tell us how you liked your Food and Service
Text RSTR Trotters to 46786. It's quick. Just 2 multiple
choice questions.

Server



Emphasize Importance to Servers to Inform Customers

Upon bill presentation: "We hope you enjoyed your
dining experience, there is a text code on your receipt.
Please tell us how you enjoyed your Food and Service.
It's just 2 multiple choice questions and is very quick"

Does Mobile Marketing Really Work for Restaurants?

Recent News Stories on Restaurant Mobile Marketing

(Click on the below articles to read online)

- [PIZZA HUT CAMPAIGN GETS 2000 OPT-INS IN TWO WEEKS](#)
- [KFC SEES 13% MOBILE COUPON REDEMPTION](#)
- [MOBILE COUPONS WORK FOR SUBWAY FRANCHISEES](#)
- [IHOP SEES 10% MOBILE COUPON REDEMPTION RATE](#)
- [VILLAGE INN MOBILE COUPONS SEE 113% REDEMPTION RATE](#)

Restaurants Are Seeing Very Good Success with Mobile Marketing

Top Five Reasons To Try This Mobile Marketing Service Now

- 1. Mobile Marketing Works for Restaurants**
- 2. Build Competitive Advantage Over Other Restaurants**
- 3. Improves Restaurant by Uncovering Problems/Areas of Improvement**
- 4. Enables Revenue Growth via New Customer Acquisition & More Repeat Visits**
- 5. Free Trial!**

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