



Check Point Guest Surveys Provides Real-Time, Actionable Insights

Alondra Hot Wings Restaurant & Grill is a full-service restaurant with four locations in Los Angeles County. The vision of Alondra Hot Wings is to serve quality food for families with exceptional service in a great atmosphere.

To help maintain its reputation as “The Best Wings in Town,” Alondra Hot Wings started using Check Points Surveys, a tablet-based survey application that collects on-site customer feedback and instantly alerts management about dissatisfied guests.

Problem

Before converting to Check Point Surveys, Alondra Hot Wings used comment cards to process customer feedback. Owner Joey Kazarian noticed that many guests, especially those with constructive criticism, did not use the comment cards. “Some customers told us they didn’t trust comment cards because they thought the server might not turn in negative comments,” Kazarian explained.

Another thing Kazarian noticed about the comment card system was that some servers would go into a funk after receiving critical feedback, which would have a negative impact on the rest of their shift.

The biggest shortfall of the comment card system was that management typically found out about a bad customer experience long after the guest had left the restaurant, often times to go home and write a negative review online. To ensure that every guest had an exceptional dining experience, Alondra Hot Wings needed a way to identify and rectify customer issues on-site and in real time.



“Rather than venting on social media, customers feel like the establishment is on top of things and cares about their feedback.”

Joey Kazarian, Owner



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The Solution

Alondra Hot Wings adopted Check Point, the customizable tablet-based survey tool from LRS. Every section in the restaurant has a Check Point tablet and the tablet is presented to the customer with the check.

Anytime a customer records a negative response, management receives an instant text alert and addresses the customer's issues on the spot, making it much more likely that all guests leave Alondra Hot Wings satisfied with their dining experience.

Check Point also provides Alondra Hot Wings' with analytics reporting. "About once a week the quality control managers analyze the data we get out of Check Point to look for systematic issues," said Kazarian. "Then we use that as a training tool for specific people where needed. If there are general issues that are reoccurring, we look at making restaurant-wide changes."

The Results

High response rates: "We are getting much higher response rates than we did with the comment cards – about 80 percent," said Kazarian. "It's fun for customers to fill out the survey on a tablet and they appreciate that it's confidential and the information goes straight to management."

Improved staff morale and performance: The restaurant uses the customer feedback to give servers an incentive to do their job well. Employees learn from their mistakes and improve and are rewarded for great service. "Employees love it because it creates healthy competition to get better feedback," said Kazarian. "They are happy knowing they are doing well and they get vindication with positive responses."

Improved reputation and customer satisfaction: Because managers are instantly notified about unhappy guests, they have the opportunity to turn the experience around before the customer leaves. "Customers appreciate that because they feel like they are being heard," said Kazarian. "This has helped us curb a lot of potential complaints that would go on sites like Yelp."

Conclusion:

"People love mom and pop quality food, but they like the corporate service structure and digital surveys prove that," said Kazarian.



Check Point survey system

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Business Benefits:

- High customer participation – about 80 percent
- Improved staff morale and performance — healthy competition between servers
- Improved reputation and customer satisfaction – managers are able to address complaints immediately, before the customer leaves.



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