

*Satisfaction
Track*





WE SPECIALIZE IN CONSUMER RESEARCH FOR THE FOODSERVICE INDUSTRY

Satisfaction-Track

Restaurant Level Customer Satisfaction Survey

Satisfaction-Track® is an Internet research program that provides consumer feedback at the restaurant unit level. This study provides restaurant management with information that will help to improve customer satisfaction and build business in the local market area. This program is effective for a single unit or a multiunit chain.

Satisfaction-Track data is collected via RestaurantPoll.com, Sandelman & Associates' foodservice consumer research Web site. Participating restaurants send customers to RestaurantPoll.com with the promise of free food or a dollar amount off their next purchase for completing the survey. Consumers then complete a standardized survey that also can be customized to meet special needs.

Since RestaurantPoll.com collects data on an ongoing basis from Internet volunteers, Satisfaction-Track subscribers will be able to access comparable ratings for the appropriate foodservice segment, geographic region or specific competitors.

Go to <http://RestaurantPoll.com/demo> to see a sample report.

Standard Measures

Overall Satisfaction

Overall Food Rating

- Taste of the food
- Freshness of the food
- Proper temperature
- Appearance of the food
- Portion size
- Menu variety
- Healthy alternatives
- Value for the money

Overall Beverage Rating

- Variety of beverages

- Proper temperature

- Drink sizes

- Selection of brands

Soft drink

Beer

Wine

Liquor

- Value for the money

Overall Service Rating

- Courtesy of service
- Attentiveness of service
- Speed of service
- Order and check accuracy

Overall Atmosphere Rating

- Cleanliness of restaurant
- Attractiveness of decor
- Comfortable surroundings
- Lighting level
- Music level
- Noise level

Future visit intent

Daypart

Demographics



Satisfaction-Track[®] Rates

Set-up Fee \$750

Monthly Maintenance

Cost per complete

100 Completes \$4

1,000 Completes \$3

10,000 Completes \$2

Custom measures Priced Separately

Prices do not include cost of respondent incentives

For more information, please contact:

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