RestaurantXP

Leveraging the insights and engagement solutions of our mobile research platform mXP, RestaurantXP allows your customers to evaluate their dining occasion in real-time, empowering brand marketers and restaurant managers at all levels to fully understand their guest experience and respond as needed across a variety of service touch points.

mobile-xp.com

A continuous daily flow of customer feedback provides in-moment measurement of such key areas as:

- ✔ Dining occasion – what motivated the visit, which other competitors were considered
- ✔ Day part/make-up of dining party
- ✔ Menu items purchased by channel (counter, drive-thru, online, etc.)
- ✔ LTO performance evaluation
- ✔ Overall customer experience
- ✔ Competitive brand image assessments, etc.

Not only can you gather in-depth information as it happens, you also have the ability to re-contact your customers, thus supporting dynamic relationship-building activities and marketing opportunities.

Benefits of RestaurantXP

Modular questionnaire design, including proprietary questions/topics, provides flexibility whether you want a specific area measured, or a comprehensive view of the entire customer experience

Compare and index your results against other restaurants in your organization, against competing restaurants and convenience stores, or against norms relevant to your specific category or footprint

Learn what your customers are saying about your restaurant right now on social media and with what sentiment

Re-contact your guests to send them relevant messages, gain additional insights on a reported problem, send a personalized reward or offer to encourage repeat visits, etc.

Assessments can be displayed to a dynamic and interactive dashboard with filtered search, allowing customized views for various levels of your organization

Annual subscription includes online dashboard, supporting data, and competitive benchmarking

About mXP

mXP, powered by SessionM, is a suite of mobile products that include best-in-class market research methods, vertical industry expertise, and advanced analytics. mXP products provide access to an extensive network of on-the-go consumers, sourced from 100+ million mobile device users and among a coalition of 1,500 integrated mobile apps. mXP provides marketers with insights quickly, acquiring more than 275,000 responses each day, allowing for accelerated delivery of decision-making information and answers to business critical questions.

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