txtandtell
for Restaurants

txtand**tell** is an automated low cost service that allows you to interact with your customers using their cell phones. It enables you to obtain real time feedback from your customers about their restaurant experience, compare the performance of your units, build a rewards program to encourage repeat visits, add a mobile element to your marketing campaigns, …and help grow your business.

txtand**tell** requires no investment in hardware, software or IT skills – it is a hosted service that is connected to all major wireless operators and accessible via the Internet.

How it works…

Real time performance metrics and service recovery…

- Customers are presented with a series of survey questions printed on a table tent, posters, check presenter cards, or on the check itself – an incentive prize may be offered to encourage feedback.

- Customers respond by answering the questions and sending a single text message using their cell phones.

- All messages are received by the txtandtell system and an acknowledgement is sent back to the customer within seconds … including details on how to redeem the incentive.

- Dissatisfied customers are automatically identified and management is immediately alerted via text message and email – enabling them to react and resolve the customer's problem.

- All responses are stored in the txtandtell database and metrics of restaurant performance are available on a secure website in real time.

Mobile promotions and loyalty program…

- Capture customer's cell phone numbers and ask them to opt-in to the restaurants loyalty program.

- Send regular text messages to loyal customers with special offers and promotions - encourage them to visit again and invite their friends.

- Attract new customers by including a mobile call-to-action in all your marketing and advertising campaigns e.g. text-to-join, text-to-win, text-for-a-coupon

Benefits…

- Retain customers by identifying problem areas and resolving these …quickly!

- Increase word-of-mouth referrals by ensuring a great restaurant experience

- Encourage repeat visits through an effective rewards program

- Attract new customers by innovative mobile marketing campaigns

- Incentivize staff to excel through an objective customer feedback process

"txtandtell has enabled us to address complaints within minutes! It has helped turn dissatisfied customers into brand advocates" **CEO, Cafe Sevilla**

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