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# Tom & Eddie's

## An NCR Case Study



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Tom & Eddie's Increases Customer Satisfaction and Drives Customer Recommendations with NCR Customer Voice

## The customer

Tom & Eddie's is an upscale quick service concept based in the Chicago area. As a family friendly restaurant that provides delicious food, exemplary customer service and an extraordinary dining experience, the first Tom & Eddie's opened in August 2010 and has quickly grown to four locations spread throughout the Chicago metro area.

## The challenge

Satisfied customers, who have an exceptional dining experience, are essential to the Tom & Eddie's brand. To gain customer feedback, Tom & Eddie's initially implemented a survey that required the staff to walk around to tables

interrupting guests during their meal. This process was labor intensive, intrusive on the guest experience and time consuming to manage. Tom & Eddie's knew that it needed a better method to measure customer satisfaction and get its customers to rate their dining experience.

## Solution

Tom & Eddie's adapted early to adding technology into its operations to more effectively run its business. To look for a new way to measure customer satisfaction, Tony Dentice, Vice President of Operations, turned to DataWave who recommended implementing the NCR Customer Voice application. NCR Customer Voice is a web-based customer loyalty, retention and recommendation tool based on the Net Promoter Score philosophy. With the simplicity of the survey and its integration with Tom & Eddie's loyalty program, Tom & Eddie's have automated the process for getting feedback from its customers. “Our old process did not give us enough information to effectively and quickly make changes in our

business,” said Dentice. “With NCR Customer Voice, our customers respond directly to our surveys via email or from their guest receipt. We now have the opportunity to make our wrongs right and reach out directly to the customer giving us feedback as soon as it’s given.”

NCR Customer Voice has also given Tom & Eddie’s biggest fans the capability to refer friends and family to the restaurant through its integration with social marketing channels. This provides a powerful marketing channel for Tom & Eddie’s to reach prospective customers that it had no way of reaching before implementing NCR Customer Voice.

## Results

“We honestly could not function without NCR Customer Voice. People don’t know how good your customer service is until you make a mistake,” said Dentice. “It’s more expensive to attract a new customer versus keeping an existing one. Every day we are keeping customers that we never knew were dissatisfied in the past.” NCR Customer Voice has also significantly impacted menu planning and operational strategies. “Before Customer Voice, our menu items

### Key Highlights

- **Location:**
  - Chicago, Illinois
- **Technology Solution Aloha Quick Service POS**
  - o Aloha Kitchen
  - o Aloha Online Ordering
  - o MenuLink Inventory
  - o Aloha Insight
  - o NCR Customer Voice
  - o NCR POS Hardware
  - o Partner: Datawave; Chicago, Illinois
- **Results:**
  - o Identified more than \$11,000 of potential business at risk in less than 90 days and gained the opportunity to turn unsatisfied customers into repeat customers
  - o Created a new marketing channel for Tom & Eddie’s promoters to easily incent and refer friends and family to try Tom & Eddie’s resulting in \$8,280 additional sales in the first 90 days

were bundled so that all meals included a side. Based on feedback we received from customers, we changed the menu to provide more flexibility to our customers when placing orders. As a result, our customers are happier and we’re able to increase our average checks.”

In addition, the application has driven incremental revenue for Tom & Eddie’s. “2000 surveys have been completed in the past three months with 20% of these customers also referring friends to our restaurant by sharing incentives through their social networks,” said Tammi Ciciora, chief hospitality officer.

The impact NCR Customer Voice has made on Tom & Eddie’s can be summed up in one of the comments recently received from one of its customers after responding to his feedback. “Every restaurant can have a bad day or perhaps a bad moment in a day when things do not happen as planned. Your immediate response tells me that your firm is interested in making things right for the public, and you are to be commended.”



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