



Insight Dining is more than just a marketing research firm that helps restaurants get customer feedback. Our innovative service allows you to find out what drives your customers to your restaurant(s) and helps you find out what they really think about their dining experience. But we don't just stop there. Insight Dining utilizes effective e-mail marketing to increase repeat business and attract new customers, which ultimately drives your sales and profits.

- Insight Dining



Contact us today to learn more and discover how we can increase your sales and profits

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increase customer loyalty
&
repeat business



www.insightdining.com

Insight Dining works with restaurants to boost their bottom line by helping them increase their repeat business and build customer loyalty through reducing negative feedback. Insight Dining does this in two ways...

Customer Feedback

- 1 We provide restaurants with systematic customer feedback to track customer experience, learn from their experience, and reduce any negative feedback.
- 2 We provide them with online marketing promotions to attract their customers to return more often.

How would you measure the value of the following?

	somewhat important	important	very important
Increasing your customer loyalty and reducing negative feedback.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Learning what your customers want, what they expect, and whether they plan to come back.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Freeing up management's time on focusing on running the restaurant, rather than spending time deciphering hand written comment cards.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

If these are important to you, then Insight Dining can help increase your bottom line.

We help restaurants reach and convert dissatisfied customers before they can do damage through negative word-of-mouth. All comments are securely and conveniently located online with statistical graphs and analysis.



Your custom branded Feedback Cards are handed to customers by your servers with the bill.



Customers fill out a quick feedback survey online to receive their incentive reward (e.g., free appetizer or discount on their next meal).



You will receive access to online feedback results and monthly performance reports.



E-mail marketing promotions. Customers have the option of joining your restaurant's mailing list to receive online newsletters on upcoming promotions, new menu items, and special events.



Restaurants Live and Die By Numbers:

They live because 80% of restaurant sales come from repeat customers.

They die because 90% of dissatisfied customers don't complain to managers or servers, but do more damage by telling 9 to 10 other people about their bad experience.

This number can be in the thousands if they decide to share their bad experience on online review websites like Yelp or CitySearch. Potentially costing restaurants thousands of dollars.

Word-of-mouth can make or break your restaurant.

It has more credibility than any other form of external marketing to attract new customers.

Increase your repeat business

Use proven online marketing promotions to attract your customers to return more frequently

Reduce your negative word-of-mouth

- Reach your customers before they tell other people about their dissatisfied experience.
- Track your customer experience.
- Learn from their experience.
- Find out what customers *really* think!

