

CASE STUDY OF A RESTAURANT

NEW MENU DEVELOPMENT

CLIENT'S REQUIREMENT

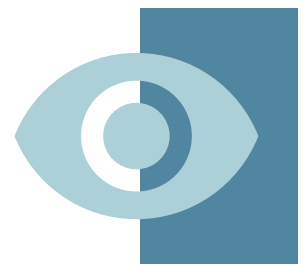
Changing consumer tastes combined with fierce competition makes the restaurant industry an ever evolving and fast-paced environment.

Our client wanted to know “what’s next” for their customers. They wanted to launch new menu that would appeal to their current customer base but also capture additional market share. They were targeting health-conscious but discerning diners, and they needed to launch in time to be in market for summer.



OUR OFFERING

Hello Surveys was chosen to gather immediate feedback on taste preference and product viability. With the need to reach consumers and prospects quickly, we utilised our panel and partner network to tap into hundreds of customers in narrow geo of their market. They looked at brand preference and recall in addition to surveying new menu items that would succeed in the market.



RESULTS

The restaurant was able to access their consumer preferences in real time. Using Hello Surveys as part of their innovation sprint for New Menu Development, our client added five new appealing menu items in their dining menu. Because the feedback was immediate, they were able to launch the new flavors in the summer and capture additional market share.

