



Supporting Catering with **Feedback**, **Audits** and **AI**

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Agenda

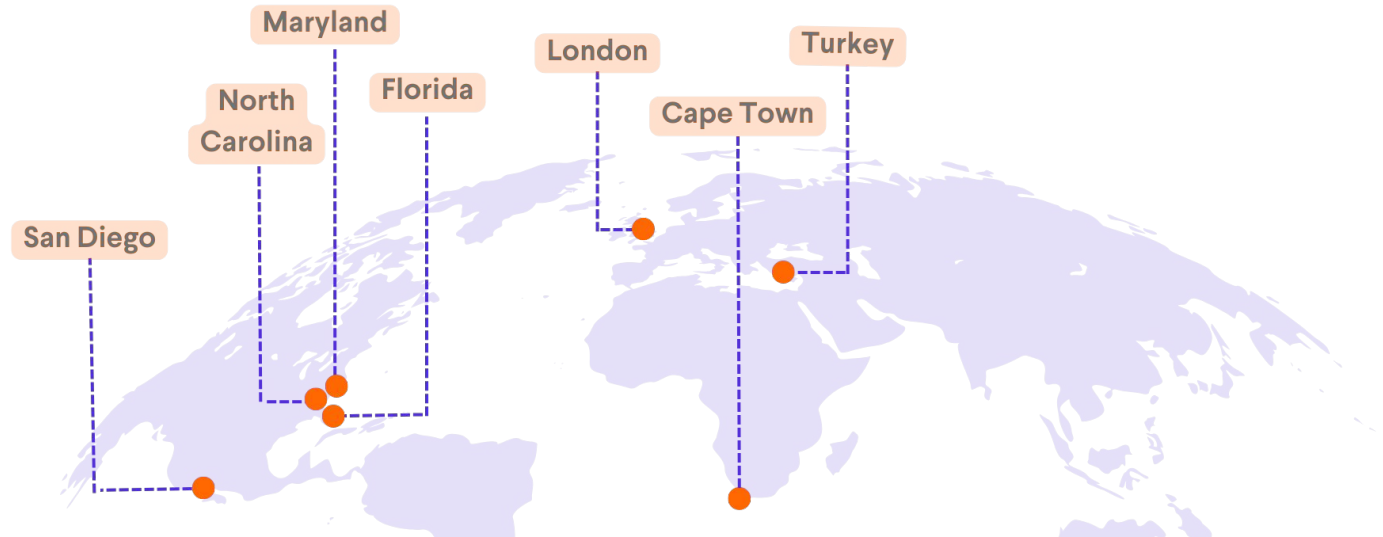


1. About Touchwork
2. Understanding and Responding to Customer Feedback
3. Turning Audits into Actionable Items
4. AI Powered Reporting

About Us



- Voice of Customer (VoC) / Customer Experience (CX) solutions / Allergy Ordering, founded in 2007
- Major focus: Higher Education and Healthcare



Powering CX Success



How Feedback is Collected



TxtTapScan&Tell In-the-moment feedback



ShopandTell Mystery shopping



ReQuestIT In-room notifications



FixIT Problem reporting



SurveyIT Traditional surveys



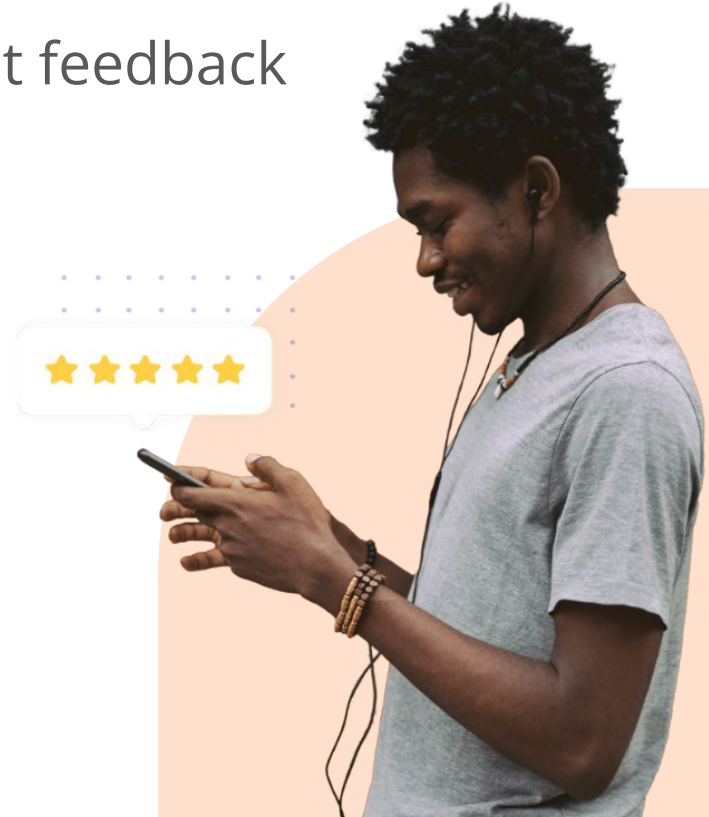
MarketIT Outbound marketing



CheckIT Inspections and audits



OrderIT Food allergy ordering

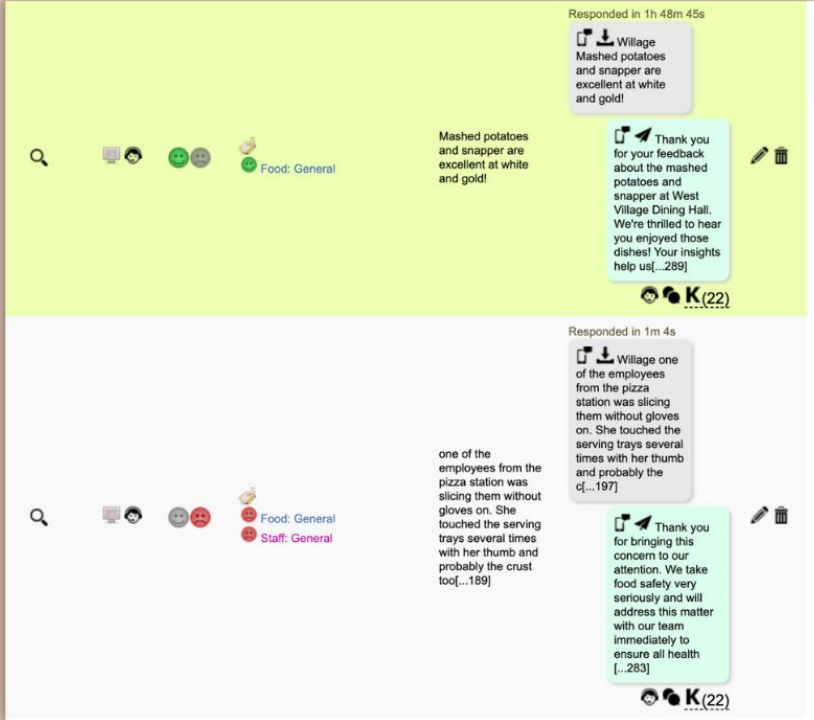


Using AI to Understand and Respond to Customer Feedback



Sentiment

At a glance,
sentiments easily
identify happy or
unhappy customers



The screenshot displays the Touchwork interface with two feedback cards. The top card, on a light green background, shows a positive sentiment analysis for a comment about mashed potatoes and snapper. The bottom card, on a light purple background, shows a negative sentiment analysis for a comment about food safety. Both cards include a search bar, a toolbar with icons for sentiment (happy, neutral, sad), and a 'Food: General' category label. The interface also shows a response time and a 'K(22)' status indicator.

Card 1 (Positive Sentiment):

- Responded in 1h 48m 45s
- Willage: Mashed potatoes and snapper are excellent at white and gold!
- Sentiment: Happy (green smiley face)
- Category: Food: General
- Response: Mashed potatoes and snapper are excellent at white and gold!
- Thank you for your feedback about the mashed potatoes and snapper at West Village Dining Hall. We're thrilled to hear you enjoyed those dishes! Your insights help us[...289]

Card 2 (Negative Sentiment):

- Responded in 1m 4s
- Willage: one of the employees from the pizza station was slicing them without gloves on. She touched the serving trays several times with her thumb and probably the c[...197]
- Sentiment: Sad (red sad face)
- Category: Food: General, Staff: General
- Response: one of the employees from the pizza station was slicing them without gloves on. She touched the serving trays several times with her thumb and probably the crust too[...189]
- Thank you for bringing this concern to our attention. We take food safety very seriously and will address this matter with our team immediately to ensure all health [...283]

Responding to Customers



Quick and easy email responses

The screenshot displays the Touchwork interface for generating email responses. It features two distinct sections, each with a header bar and a text editor.

Top Section:

- Header: "Generate a **Text** format message using a **Professional** tone: **Generate** (EDIT)"
- Menu: File Edit View Insert Format Tools Table
- Toolbar: Includes undo/redo, paragraph style, bold/italic, alignment, list/bulleted list, link/image, font color, background color, font family, and font size (12pt).
- Text: "Thank you for bringing this to our attention. We will ensure that the soda station next to the grill is promptly restocked with ice. Your feedback helps us maintain a high standard of service for all our guests."
- Text: "Best regards,"

Bottom Section:

- Header: "Generate a **Email** format message using a **Informal** tone: **Generate** (EDIT)"
- Menu: File Edit View Insert Format Tools Table
- Toolbar: Includes undo/redo, paragraph style, bold/italic, alignment, list/bulleted list, link/image, font color, background color, font family, and font size (12pt).
- Text: "Subject: Re: Ice Situation at Centerpointe"
- Text: "Hey there!"
- Text: "Thanks for the heads-up about the soda station being out of ice. We'll definitely look into it and get it sorted out ASAP! We appreciate you keeping us in the loop."
- Text: "Cheers,"

Uncovering Trends

Understanding overall how your program is performing with simple questions.



Actionable Improvements - Last Month

Prompt:

Suggest 10 actionable improvements based on the customer feedback.

Response:

Based on the gathered customer feedback across various dining locations, here are 10 actionable improvements that could enhance customer satisfaction and overall dining experience:

- 1. Ensure Availability of Popular Items:** Address the incident of iced coffees not being available when ordered by implementing inventory monitoring to alert staff when to prepare more of popular items, ensuring consistent availability.
- 2. Accurate Charge and Order Fulfillment:** To avoid incidents like nearly charging a customer for eight of the same drink, enhance the POS system to double-check item quantities before finalizing the purchase. Similarly, ensure orders match what was requested, addressing the mix-up of receiving a double instead of a single burger.
- 3. Menu Expansion:** Considering positive feedback on specific items such as the teriyaki chicken bowl, lavender milk tea, and veggie pizza, consider expanding the menu to include more variations of these popular items to attract more customers.
- 4. Order Accuracy:** Address the issue of receiving a different burger and no fries by implementing a double-check procedure before orders are handed to customers. This could involve visual confirmation or having a checklist for order packers.
- 5. Offer More Plant-Based Options:** The positive feedback on a veggie medium pizza suggests a customer interest in plant-based options. Expanding the vegetarian and vegan menu options could cater to a broader audience.
- 6. Employee Training on New Promotions:** If new drinks or menu items are to be introduced, ensure all staff members are thoroughly trained and informed to avoid any confusion or delays in serving these new options.
- 7. Feedback Mechanism:** Implement a more straightforward feedback mechanism at each location where customers can immediately report any satisfaction or dissatisfaction, allowing for real-time improvement and acknowledgment.
- 8. Customer Experience Enhancements:** For locations like the one mentioned without any negative feedback, focus on maintaining those high standards and possibly integrating small enhancements such as seasonal menu items or loyalty rewards for frequent customers.
- 9. Improvements in Beverage Offerings:** Given feedback on drinks like lemonade, boba, and smoothies, consider experimenting with new flavors or offering customizable options to give customers a more personalized experience.
- 10. Order Customization and Clarification:** To prevent any future incidents related to order mishaps, implement an order customization feature (if not already in place) and ensure that staff are trained to confirm the details of customized orders with customers before finalizing them.

By addressing these specific issues with targeted improvements, dining locations can significantly enhance customer satisfaction, encouraging repeat visits and positive word-of-mouth recommendations.

[See more info](#)

Actionable Items from Large Amounts of Data

Types of questions to ask vs. sifting through data:

- What employee received the most praise this month.
- What food do customers want to see more of?
- What were the biggest complaints this month?
- What special were the students most excited about this week?
- Are there new concepts students are asking for?
- What location has the most complaints this month?
- What location had the most positive feedback this month?

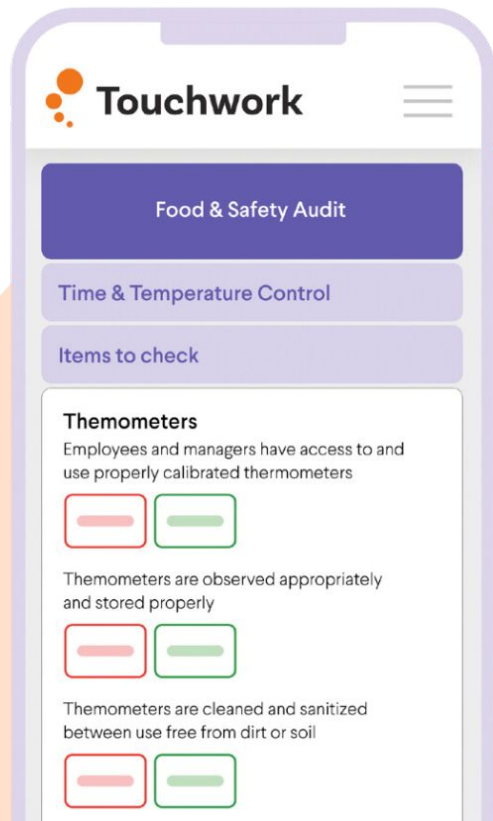
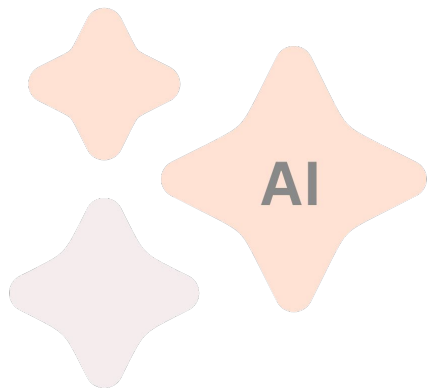
Using AI to Turn Audits into Actionable Items



Audit and Inspections

CheckIT

- Collecting information from mystery shopping, FOH, and BOH audits
- Large amount of data being collected
- How do you turn large amounts of data into actionable items?



Make Sense of Data



Mystery Shopping and Audits provide large amounts of data.

Touchwork's platform uses AI to aggregate and analyze guest feedback, providing actionable insights

Food Offering Insights - Last Month

Prompt:

Provide the top 10 insights into the food program's offering based on freshness, taste, and overall quality.

Response:

1. Centerpointe Dining Hall impressed with a clean sweep of positive responses, highlighting its commitment to offering fresh, tasty, and high-quality food options to its visitors.
2. Poly Trolley 2 received unanimous yeses across the board, indicating a strong performance in freshness, taste, and overall quality, making it a must-visit for quality food seekers.
3. 170180 Saddles Cafe also achieved perfect marks, suggesting that its offerings are consistently fresh, delicious, and of high quality, which speaks volumes about their food program.
4. The Patio by Innovation Brew Works, despite one minor hiccup, excelled in providing fresh and tasty options such as veggie medium pizza and fountain drink, underscoring their ability to deliver quality food and beverages.
5. 170155 Qdoba Mexican Grill's chicken quesadilla and drink combo received glowing remarks, pointing towards their successful delivery of tasty and quality meals, albeit with one noted exception that didn't detract from overall excellence.
6. Lolicup, despite a mishap of almost being charged for eight of the same drink, received high praise overall, especially highlighting their lemonade, boba, and smoothie offerings, suggesting a strong emphasis on both taste and quality.
7. 170101 Carls Jr showcased strong performance across most categories but had an order accuracy issue, delivering a double California burger instead of a single with no fries. Despite this, the overall quality and taste were well-received.
8. 170240 Elements, with two different visits reviewed, generally received high marks for their offerings, including a special note for the Elementeriyaki Chicken Bowl and Orange Juice, as well as a Cuban sandwich, apple juice, and Gatorade combo, though it had mixed reviews in one aspect of service.
9. Vista Market's simple offering of Annie's Mac and cheese was well-received, indicating a focus on providing quality comfort food that resonates well with its customers.
10. Innovation Brew Works - Building 220A stood out not only for its quality pizza and waffle fries but also left an impression with a direct comment on the pizza being "yummy," which signifies a personal satisfaction with the taste and quality of the meal.

These insights into the food programs suggest a high priority placed on the freshness, taste, and overall quality of their offerings, with occasional service hiccups that do not significantly detract from the positive dining experiences reported.

Staff Recognition and Training



Identify employees that deserve praise as well as employees who might need additional training.



Reduce Risk

Understand safety issues
that need to be addressed

General Summary - Current Month

Prompt:

Provide two paragraphs summarizing the food safety program's general performance. One of the paragraphs should highlight positive performance and the other paragraph should high major areas of concern.

Response:

The general performance of the food safety program across various establishments shows a strong adherence to food safety standards, with the majority of checks resulting in positive outcomes. Eateries such as Sushi Bar, International Grounds, and Panda have consistently met food safety requirements, indicating a commitment to maintaining high standards of hygiene and food handling processes. This positive performance reflects well on the training and operational protocols of these establishments, ensuring that the risk of foodborne illnesses is minimized and that consumer trust is upheld.

However, there are major areas of concern that have been identified in certain locations, which indicate a need for immediate attention and action. For instance, instances of non-compliance were noted at ENV Building 7, where cleanliness issues involving food debris and water leakages were reported. Additionally, at Qdoba Mexican Grill and the Centerpointe Main Kitchen/Continental, issues with food labeling, temperature control, and the proper storage of food items were highlighted. These lapses in adhering to established food safety practices could potentially compromise the health of consumers and tarnish the reputation of the involved establishments. It is crucial for these areas of concern to be addressed promptly to ensure the overall effectiveness of the food safety program.

[See more info](#)



Weekly Meetings/Morning Huddles



AI tools help streamline operations by analyzing service quality, tracking performance, and identifying inefficiencies in real time.

Top 5 Positive Comments:

1. **"The hibachi rice with meat cooked fresh by the man with the wok at ginger and spice is so delicious! Please have it every day I will love you guys forever."** - This comment highlights the high quality and deliciousness of the hibachi rice, showcasing appreciation for freshly cooked meals.
2. **"The grilled chicken was great. Hope it stays for the rest of the semester. Hibachi station was great too."** - Positive feedback on the grilled chicken and hibachi station, indicating a desire for these options to remain available.
3. **"Dinner today and the salad bar options were really good! As was all the people esp the lady at the omelette station."** - Complimenting both the dinner and salad bar options as well as the friendly staff, especially highlighting the omelette station.
4. **"The made-to-order stir fry station was really cool. The food was great and it was nice to have something cooked fresh rather than sitting out for a bit."** - Praise for the stir fry station, emphasizing the value of having freshly cooked food.
5. **"I love your hibachi from ginger and spice!"** - A simple yet powerful tribute to the hibachi offering, showing a strong preference for this food option.

Top 5 Negative Comments:

1. **"There was a roach crawling on my table."** - Expressing a concerning experience that could affect the dining environment's perceived cleanliness and safety.
2. **"Please get rid of stir fry. I waited an hour to get my food."** - Criticism of the stir fry station's efficiency, pointing out the long wait time as a significant drawback.
3. **"Need to get some heat in the building it is extremely cold I can't enjoy my food because I'm cold."** - A complaint about the dining hall's temperature affecting the dining experience negatively.
4. **"Revert changes to the Asian section. It causes more crowding as people have to wait for food, plus it defeats the purpose of the meal plan which is quick readily available food."** - Feedback against recent changes to the Asian section, mentioning it leads to overcrowding and delays.
5. **"The new bowl stand is so nice i feel like i'm always looking for bowls so its nice having so many right there. i hope it stays stocked!"** - While this starts positively, the underlying concern hints that availability might be an issue, subtly pointing out a problem with maintaining supplies.

These comments, hailing from a range of experiences at the West Village Dining Hall, encapsulate both the delightful aspects that guests cherish and the areas where improvement is eagerly sought.

AI Powered Reporting



Daily, Weekly, Monthly Reports



Touchwork's automated reporting:

- Provides data driven insights
- Analyzes large volumes of data
- Identifies key performance indicators (KPIs) and emerging issues across various locations.
- Creates time savings and efficiencies
- Eliminates manual data collection and reporting tasks
- Allows campus administrators to focus on strategic decision-making and proactive interventions based on real-time trend analysis.

THANK YOU

Questions?

Let's Connect!

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