Menu Satisfaction Study

Measure menu item performance to identify what to keep, what to tweak and how new items are performing.

Your menu has the power to change the performance of your business.

Benefits of Menu Study:

- Predict impact on sales by menu changes

- Determine the specific reasons for success or failure of each menu item

- Identify strong and weak menu categories

- Showcase performance of your menu items versus industry norms

- Identify star products that are ideal candidates for promotional activity

- Explore menu items that generate problems

- Look at preferences of various demographic groups

YOUR MENU HAS THE POWER TO CHANGE THE PERFORMANCE OF your business, for better or for worse. Understanding its relative strengths and weaknesses is integral to your ultimate success.

Menu strategy is a defining component of any successful restaurant business. Knowing what to keep, what to revise, and what to abandon is an important part of ongoing menu maintenance.

That's where Market Force Information® can help. Our Menu Study determines which menu items are winners and losers by looking at customer satisfaction and food quality ratings with menu items both before and after menu changes. These studies can help brands understand if there are menu items that just don't appeal to customers or if menu items are simply not being prepared properly.

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SOLUTION
POINT OF VIEW

The study also examines:

• Customer demographics and level of comfort with the new menu

• Different menu pricing in different markets

• Merchandising your best menu items

• Characteristics of menu items including portion size, price/value, and taste/flavour

• How simple modifications can yield dramatic results to a menu item

Market Force's Menu Study consists of both the survey design and data collection as well as the linkage to sales data that make the insights strategically actionable.

SURVEY DESIGN AND DATA COLLECTION

Market Force works with clients to design surveys that collect meaningful data and collects surveys via internet-connected computers or smartphones. A decision tree of questions is provided with question types, including Yes/No responses, selection from a pick list, rating on a scale or open-ended response. Our web surveys allow for multiple question types including single-answer, multiple-answer, fill in the blank, essay and rating scale. The platform also supports multiple question and survey construction capabilities. Results from the survey include only completed surveys, and results are posted on a daily basis. We also have Interactive Voice Response (IVR) capabilities.

ANALYTICS

Yes **No**

Tell us what you think:

1   2   3   4   5

Collecting data is important, but without the analytics to make sense of it all, data can be confusing, or worse yet, lead to the wrong decisions. Market Force's Analytics provides restaurants with a wide range of analyses to take actionable insights. Market Force Loyalty Modelling utilises the output of menu satisfaction surveys to understand key drivers of loyalty metrics like satisfaction, likelihood to recommend, and likelihood to repurchase. Market Force creates analyses focussed on understanding current performance, gaps in performance that identify issues with operational consistency, and builds a predictive model that determines which menu item attributes impact your critical loyalty metrics—and by how much. Coupled with sales data from a client, Market Force can even give restaurants a predictive model of how sales can be boosted by menu changes.

This turnkey solution will drive improvement in your menu, your sales, and keep your customers coming back for more.

Menu Survey Analysis

• Overall performance metrics including core benchmarks and trending data to show change over time (with a continuous menu study).

• Menu performance grid showing satisfaction and loyalty by menu item versus industry norms.

• Analysis of satisfaction versus sales volumes and profitability per item sold.

• Gap analysis showing differences in performance between top and bottom performers.

• Delight chart showing the difference in recommendation ratings based on another core loyalty metric like satisfaction with the experience or likelihood to repurchase.

• Analysis of responses by customer segments, either by demographics or specific data provided by the client based on loyal customer membership.

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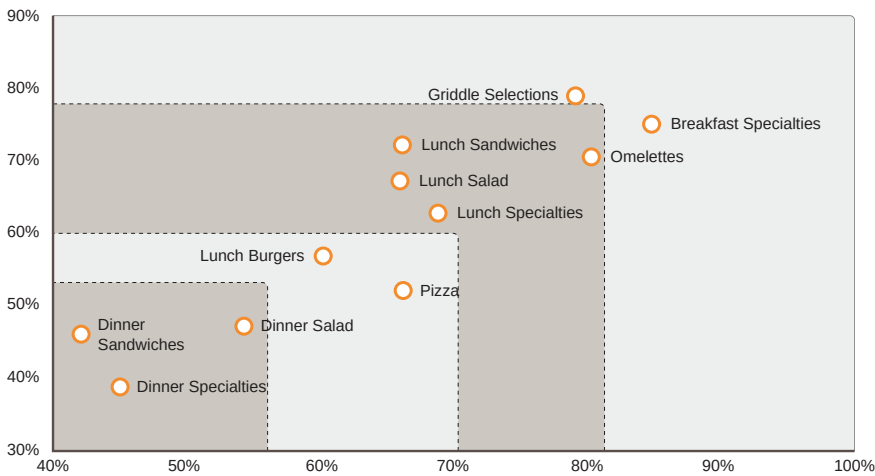
SOLUTION
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Figure 1
Menu analysis gives owners and operators a quick view into which menu items are working and which are failing. The chart shows the QSR and Fast Casual benchmarks for low, medium and high item performance. In this example, the dinner items are failing, lunch is average, but breakfast items are performing well. Operators can drill down to see what in particular is causing items to fail, including presentation, taste, or value. An even finer analysis can be made right down to factors such as temperature, portion size, and price competitiveness.

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