Restaurants DMs

CASE STUDY

Eyes4Research

Client:
Restaurant Management Software

A cloud base restaurant management software company based in Boston, Massachusetts. The company provides an all-in-one point of sale system built on the Android operating system. Our Client Kyle Hart approached Eyes4Research to conduct a survey among Decision Makers within the Restaurant industry with the objective of identifying the need for POS systems.
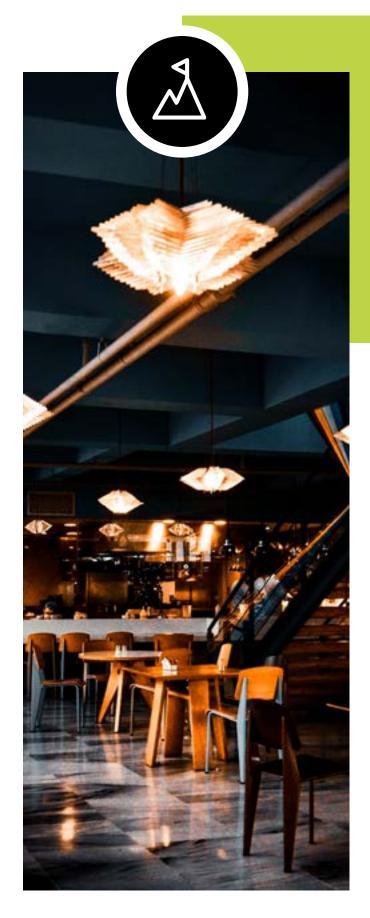
Audience: B2B

The Challenge

The Client aimed to target this audience by focusing on two unique segments. First, by revenue which was broken down as follows:

- <$125k
- $125k - $250k
- $251k - $500k
- $501k - $1M
- $1M - $2.5M
- $2.5M - $5M
- >$5M

And second, by targeting some unique types of restaurants as well, specifically:

- Food trucks
- Farmers Markets
- Restaurants with large outdoor space
- Catering/events
- Pop-ups

The Response & Strategy

The initial part of the survey consisted of basic questions like the average annual sales, the services models, number of locations, types of restaurant technology used, the type of additional services provided, etc., and the remainder of the survey consisted of questions pertaining to the respondents' opinion of the features and functionality of products and software related to their restaurants' operation where they had to consider a mobile POS and payment device with cellular capability. The questions were straightforward and free from ambiguity so as to target the right audience and achieve the desired results.

The team at Eyes4Research ensured that the entire process was hassle-free and conducted in a timely manner.

Start your research on the right path

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