



CASE STUDY

McKibbin's Irish Pub

Brent Laderoute keeps his finger on the pulse of the restaurant even when he is not there.

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McKibbin's Irish Pub is a lively and fun restaurant in Montreal, featuring a wide variety of beers and traditional pub fare. It has been so successful over the years that it has grown to four locations in the city.

General Manager Brent Laderoute placed an ExperienceStream kiosk in the West Island location to gather customer feedback and ensure that patrons are having an outstanding time.

Nine-fold increased response rate

At the end of their dining experience, restaurant-goers are invited to take six seconds to answer a brief survey on the stand-alone ExperienceStream kiosk.

McKibbin's customers are asked three simple questions:

1. How was our food today? 2. How was our service today? 3. Will you recommend a friend?

The ExperienceStream kiosk gets a response rate of up to nine times higher than asking clients on their bill to complete an online survey.

The result

With ExperienceStream, in just a few seconds, the restaurant can capture how the customer feels about the experience. With dozens of patrons responding each day, Laderoute receives regular comprehensive reports about the quality of food and service.

The ExperienceStream reports let him keep his finger on the pulse of the restaurant even when he is not there.

Testimonial

"I find it really cool to receive daily feedback reports on how we are doing.

I can review them on my phone in just a few minutes.

The reports are intuitive and I can immediately see if something has gone wrong during a shift.

This allows me to fix an issue quickly."

"The kiosk is a statement that we value our customers and genuinely want their feedback."

Brent Laderoute
General Manager, McKibbin's Irish Pub

