

A restaurant gets ratings boost on Yelp using Measured Experience's On-site ratings kiosk.

The Problem

Online ratings with social media sites such as Yelp, Tripadvisor, and Urbanspoon are a vital component to a restaurant's ability to succeed, retain clients, and add new ones. Even if a restaurant has all the virtues you want in a restaurant, a couple bad reviews can significantly reduce revenues and overall success. Equally challenging is the need for a high quantity of reviews, as a high quantity of reviews helps a restaurant's overall rating on social media sites.

Oh India Indian Cuisine in Bellevue, WA had been opened for 3 years, but was losing the battle with the online ratings game. There had only have 23 reviews, and 2.5 star rating on Yelp. There were more negative reviews than positive ones on Yelp. In reality, the restaurant has many more happy customers than unhappy ones but a prospective customer would think otherwise when looking at Yelp.

Available Solutions

- Hire a reputation management company : throw thousands of dollars per year and no idea if that helped.
- Hire an offshore team to leave (fake) reviews on Yelp. This is unethical and Yelp has sophisticated algorithms to identify these types of false advertising pretty quickly and removes all fake reviews, leaving you with empty pocket and no results.
- Find a solution that is organic which allows happy customers to promote your business and helps you fix the issues that cause negative experience.

Introducing Measured Experience

Oh India has deployed a tablet kiosk that stands next to the exit gate. As customers leave the restaurant they see a tablet and react to the screen in front of them. Based on our research and experiences with our existing customers, we have learned to make the survey short to promote participation. The typical survey takes about 20 seconds

At the end of our survey we show a 3 second ad that prompts users to leave reviews on Yelp. This ad has helped Oh India increase their number of positive ratings by 400%!

**Thanks!
Review Us On**



The Results

After dry period of 8 months that no review has come up on Yelp, a new review appeared and then a week later another one. After one year of using Measured Experience's system, here is the Yelp screen. You can see it for yourself directly on Yelp at this link: <http://www.yelp.com/biz/oh-india-fine-indian-cuisine-bellevue>

Here is the before and after screen capture:

BEFORE

Oh India - Fine Indian Cuisine
 23 reviews
 Rating Details
 Categories: Indian, Buffets
 15600 NE 8th St
 Ste O-09
 (between N 156th Ave & S 159th Pl)
 Bellevue, WA 98008
 (425) 641-0100
 Price Range: \$\$
 Good for: Lunch
 Good for Kids: Yes
 Takes Reservations: Yes
 Delivery: Yes
 Take-out: Yes
 Waiter Service: Yes
 Outdoor Seating: No
 Wi-Fi: No
 Alcohol: Beer & Wine Only
 Noise Level: Average
 Ambience: Casual
 Has TV: No
 Caters: Yes
 Wheelchair Accessible: Yes

23 reviews for Oh India - Fine Indian Cuisine

Review Highlights

- "Garlic naan, goat biryani, palak paneer, and ahhh the peas and potatoes..." 5 stars
- "...the restaurant and we now eat goat because of his recommendations." 4 stars
- "Good Music, Reasonable Variety and friendly people." 2 stars

AFTER

Oh India - Fine Indian Cuisine
 38 reviews
 Rating Details
 Categories: Indian, Buffets
 15600 NE 8th St
 Ste O-09
 (between N 156th Ave & S 159th Pl)
 Bellevue, WA 98008
 (425) 641-0100
 Price Range: \$\$
 Good for: Lunch
 Good for Kids: Yes
 Takes Reservations: Yes
 Delivery: Yes
 Take-out: Yes
 Waiter Service: Yes
 Outdoor Seating: No
 Wi-Fi: No
 Alcohol: Beer & Wine Only
 Noise Level: Average
 Ambience: Casual
 Has TV: No
 Caters: Yes
 Wheelchair Accessible: Yes

38 reviews, up from 23

4 star rating in trending from 2 star before

38 reviews for Oh India - Fine Indian Cuisine

Review Highlights

- "Specially liked the way palak paneer was made..." 5 stars
- "Tandoori chicken and rasam are two of my favorites." 4 stars
- "The buffet is awesome, I love it way better than Mayuri in Redmond." 3 stars

How Did It Work?

It's neither a magical solution, not an overnight solution. MX is an organic feedback system that puts multiple factors to work for the business.

1. The business gives an opportunity for unhappy customers to vent at the restaurant, thus reducing the likelihood of them going online leave bad reviews. It also gives management the ability to reach out to the customer and resolve issues.
2. You actually know what is wrong and fix it, so the same problem does not make another customer unhappy.
3. MX prompts happy customers to leave online reviews, thus increasing your overall ratings on social websites.
4. You can use the positive feedback to spread the good word on social media by show positive reviews on your website, or enable a public page on our website to improve SEO.

Return on the Investment?

To quantify the value proposition of Measured Experience's Customer Feedback product into dollars and revenues, check out this report from the Harvard Business Review: [Reviews, Reputation, and Revenue: The Case of Yelp.com](#).

Conclusion

Customer Experience is a driving force to the ultimate success of your company. By utilizing our business tools to monitor, measure, and quantify the customer experience it affects your profits and revenues in a positive way.