

CASE STUDY

OpinionUSA Helps Khushboo Restaurant Better Understand Patrons with Affordable, Easy-to-Use Customer Survey and Analysis

Challenge

Khushboo Restaurant opened in San Mateo, Calif., in the summer of 2002, serving authentic Indian and Pakistani food to diners in the San Francisco Bay Area. With unique cooking techniques and special blends of exotic curry spices, Khushboo's cuisine was immediately welcomed by local patrons.

But like many small restaurants and establishments, Khushboo could only guess what drove customers to return. Was it the type of food, the quality of the food, the service or the location? And which of these aspects was more important to customers?



Khushboo Restaurant in San Mateo, Calif.

As the restaurant's business grew, it became more important for Khushboo to better understand its customers so it could devote resources to the right areas. However, Khushboo's budget was extremely limited outside of physical plant, employees, administrative expenses and marketing, so it did not think that it could afford in-depth customer research.

Solution

Khushboo Restaurant then discovered OpinionUSA, a powerful customer survey and analysis service provided by Sahuarita, Ariz.-based CSI® (www.csi-us.com), a privately-held provider of e-business solutions for companies of any size.

CSI was founded in 1991 by Ash Bose, a former e-business and software solutions manager with IBM and a computer expert with the University of Arizona's Social and Behavioral Sciences Research Institute. Together with research advisors from the Indian Statistical Institute in Calcutta, India, CSI's Bose provides data collection and analysis services to clients such as the State of Arizona, State of Nevada, State of Maine, City and County of San Francisco, City of Tucson, City of Austin, City of Reno, City of San Jose, Alameda County and Marin County.

Used primarily in the public sector and developed to the high specifications required by government agencies, OpinionUSA delivers reliable information with 24/7 access on customer satisfaction, product quality assurance, employee satisfaction and any other type of data collection and analysis – without the need for manual, paper-based data entry.

CSI's Bose wanted to provide the depth, accuracy and speed of OpinionUSA at more affordable prices for smaller businesses. When he learned of Khushboo's need to better understand its customers, Bose designed a version called **OpinionUSA Micro** for a pilot project at the restaurant.

Users of **OpinionUSA Micro** access the service online through a standard Web browser, such as Microsoft's Internet Explorer for Windows. Because no software is required, **OpinionUSA Micro** customers can use their existing computers and a technician does not have to visit the site for installation.

OpinionUSA Micro's Web-based model provides numerous advantages:

- No capital investment required;
- 40 to 70 percent less cost than mail or telephone-based survey collection;
- Accurate survey results within hours or days;
- Surveys easily customized for any project; and
- Little or no training required.

Results

Without ever needing to physically visit the location, Bose easily created a customized survey for Khushboo owner Zurajayda Mir to provide better insight into her customers.

Mir only had to set up a computer near Khushboo's entrance, and with some quick guidance from Bose, launched **OpinionUSA Micro** in a standard browser and started collecting information from customers willing to take the survey in exchange for a discount coupon.

After a month of customer surveys, Bose was quickly able to provide Khushboo with a detailed report of responses: An incredible 93 percent of customers surveyed were very satisfied or satisfied with service at Khushboo, and 89 percent were very satisfied or satisfied with the restaurant's quality of food.

The customer survey results told Khushboo that they were on the right track. If they maintained the food quality and continued to invest in training their wait staff and other employees, customers would keep returning.

"I'm amazed that I was able to get useful information from my customers for such a minimal cost," said Khushboo owner Mir. "I'm also not a computer person, so it's a big plus that I did not have to install any new software and deal with technical problems. You open it in a Web browser and it's ready to go!"

CSI's OpinionUSA Micro is an Internet-based, multi-purpose data collection, analysis and information management system using IBM® DB2® and IBM WebSphere®, hosted by XO Communications on a Red Hat Linux platform. OpinionUSA Micro is available starting at \$49.95 per month. Contact CSI's Ash Bose at info@csi-us.com, (520) 399-2837, or on the Web at www.csi-us.com.