



Evolution Food Co. is a small business in the heart of downtown Toronto that specializes in healthy quick-service foods.

“QuickTapSurvey is a quick and easy survey tool that captures the sentiment of our customers and helps us react to it. Customers are keen to jump on it.”






Ian Paech
Owner, Evolution Food Co. Inc.



Challenge: Increase customer feedback.

Results: Average 50 survey responses per week.

Key Customer Benefits

-  Quick and easy to use
-  Instant analytics and graphs
-  Real-time manager alerts

The Challenge

- Implement a quick and easy way to collect feedback from customers.
- Ensure owner is notified when a customer is anything less than satisfied.
- Stop using Yelp and email to gauge overall customer satisfaction.

The Solution

- Display a 30 second customer feedback survey about the food, service and cleanliness.
- Collect survey responses using an iPad enclosed in a kiosk stand.
- Include an incentive to win a free smoothie.

The Results

- Averaging 50 survey responses per week.
- Menu changes to be made as a result of customer feedback.
- Real-time alerts allowed owner to immediately follow up with unsatisfied customers.