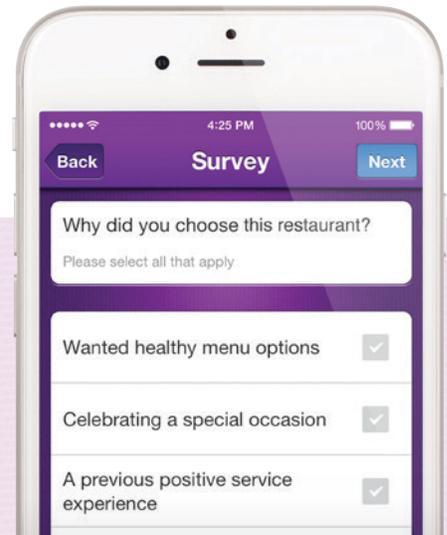


SurveyMini[®]

SMG's Location-Based Consumer Research App

You need to know now.
And customers are
already sharing.



We make it faster and easier to collect the most accurate data — leading to the most actionable insights.

We trigger surveys during or immediately after a visit. And because it's so easy, we receive accurate feedback within about 2 hours — while the experience is still fresh. We can tell you what your customers and your competitors' customers are thinking, what they're doing, where they're dining out, and where they're not.

Adding behavioral data to feedback helps you better understand when and why customers favor you — or your competition — so you can win share over time.

You'll be amazed at what we can do with good data.

Our ability to convert rich data into insights that drive smart business decisions is literally second to none. Combining operational measurement, attitudinal research, and behavioral insight — SurveyMini generates insights you won't get anywhere else.

Learn more.

Check out our demo at surveymini.com/demo to find out what SurveyMini can do for you.



SurveyMini Insights

AS SEEN IN:



Hit or Myth?

Satisfying experiences drive quick return trips

CASUAL DINING

28%

FAST CASUAL

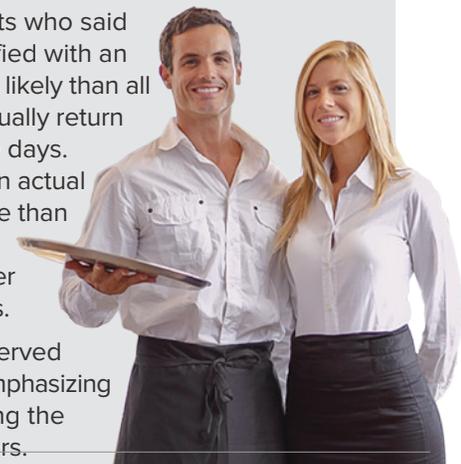
25%

QUICK SERVICE 12%

Difference in actual return behavior of highly satisfied customers vs. all other customers over 30 days

True. Restaurant guests who said they were highly satisfied with an experience were more likely than all other customers to actually return to a concept within 30 days. This finding is based on actual return behavior of more than 19,000 consumers to 45,000 restaurants over the course of 3 months.

This behavior was observed across all segments, emphasizing the importance of going the extra mile for customers.



These are industry averages. How does it play out for your brand?

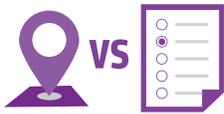
Not all mobile research is created equal.



Near real-time feedback



Branded benchmarks



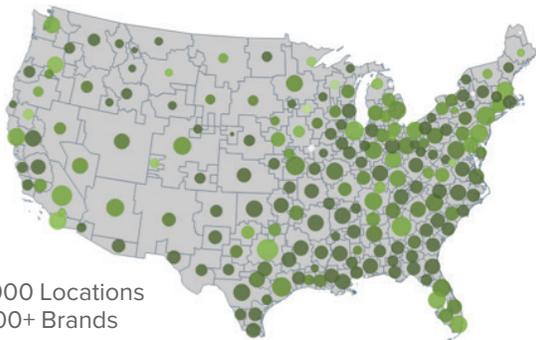
Behavioral data + survey responses



Lapsed customer data

National DMA coverage

SurveyMini uses proprietary PinPoint Technology™ to accurately map restaurant locations. We're already collecting data for more than 500,000 locations across every DMA nationwide. And our user base is growing, too. Today, more than thousands of consumers have opted in, completing millions of surveys annually for 1,500+ brands of all sizes, across categories.



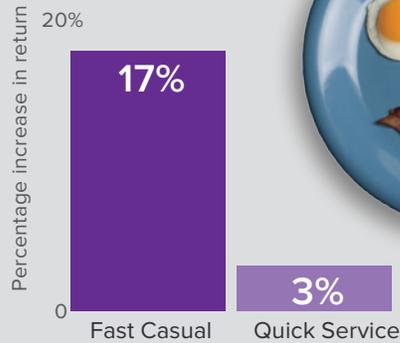
SurveyMini Insights

AS SEEN IN:



Hit or Myth?

Kids' programs increase family visit frequency



True. Kids are 9% more likely to choose brands that have programs catered to them, and families return to these restaurants more frequently.

Fast-casual brands are most likely to benefit from that trend: based on behavioral data from more than 1 million smartphone-detected visits to 55 brands, we found families return to fast-casual restaurants with kids programs 17% faster. Quick-service brands with kids programs see a 3% benefit to return cycles.

This is an industry average. How does your brand fare?



SurveyMini is the mobile research technology that gets you closer to your customers, so you make smarter business decisions.



About Service Management Group

SMG inspires experiences that improve people's lives. We are a catalyst for change, providing actionable customer, patient, and employee insights that boost loyalty and drive business outcomes. Our unique model puts a dual focus on platform technology and professional services—making it easier to collect, analyze, and share feedback and behavioral data across the enterprise. To learn more about our customer experience management, employee experience, and brand research solutions, visit www.smg.com