

Customer feedback collection and analysis

This workflow automatically collects customer feedback from multiple channels, analyzes sentiment and identifies actionable insights, then routes feedback to appropriate teams for resolution and menu optimization.

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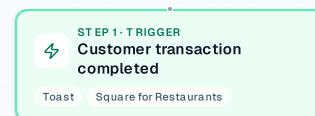


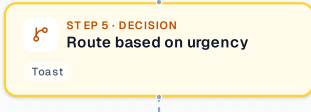
WORKFLOW TRIGGER

Customer completes order transaction or leaves restaurant

Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

Customer transaction completed

System detects completed order transaction in POS system. Triggers feedback collection process for the customer.

Toast

Square for Restaurants

2

 ACTION

Send feedback survey request

Automatically sends personalized feedback survey via email or SMS based on customer contact preferences. Survey includes order-specific questions about food quality, service, and overall experience.

Toast

Olo

3

 ACTION

Collect multi-channel feedback

Aggregates feedback from survey responses, online reviews, and social media mentions. Centralizes all feedback data for comprehensive analysis.

Olo

Toast

4

 ACTION

Analyze sentiment and categorize

AI analyzes feedback sentiment, identifies key themes, and categorizes issues by type (food quality, service speed, menu items, staff performance). Extracts actionable insights from unstructured feedback text.

Toast

5

Route based on urgency

System evaluates feedback severity and type to determine routing. Critical issues go to management immediately, while menu-related feedback routes to culinary team.

Toast

6

 ACTION

Generate improvement recommendations

Creates specific action items for staff training, menu adjustments, or operational changes. Updates menu optimization algorithms with performance data for underperforming items.

Toast

Lightspeed Restaurant

7

 OUTPUT

Distribute actionable reports

Sends customized reports to management, kitchen staff, and front-of-house teams with specific improvement actions. Updates customer profiles with preferences and complaint history.

Toast

7shifts



Outputs

- Sentiment analysis reports by category
- Staff performance improvement recommendations
- Menu optimization suggestions
- Customer satisfaction trend analysis



Key Metrics

- Customer satisfaction score
- Response rate to feedback surveys
- Average issue resolution time



Tools & Integrations

- Toast
- Square for Restaurants
- Olo
- Lightspeed Restaurant
- 7shifts

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