

Burger Voices Matter!

Building Customer Loyalty Through Real-Time Feedback

Name of Project:

Customer Feedback Interface

Presented By:

Team - 07

Presented To:

Campus Connect Stakeholders

Our Team Members



Taran Sahota

- Project Manager



Lorena Espinoza Valdez

- Mentor



Nguyen Quoc Huy Tran

- IT Specialist



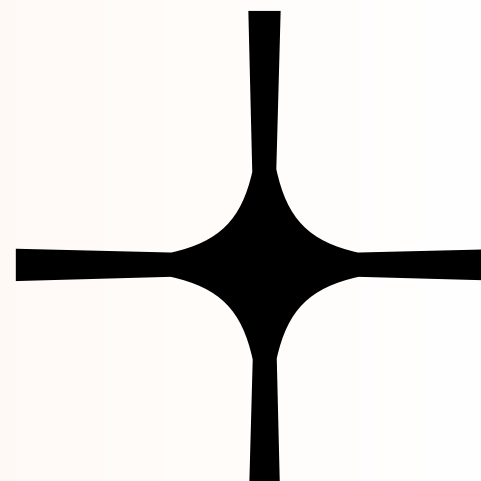
Gurneet Kaur

- Quality Assurance



Quan Luu

- Data Analyst



Agenda

- 01** Problem Statement
- 02** Solution Statement
- 03** Overview
- 04** Timeline
- 05** Feasibility Report
- 06** Mobile App Prototype
- 07** Conclusion

Problem Statement



Customer Complaints

Foodborne illness

Foreign objects in food

Inconsistent order delivery



Identified Problems

Poor quality control

Risk to customer safety and satisfaction

Potential legal and reputational damage



Proposed Solution

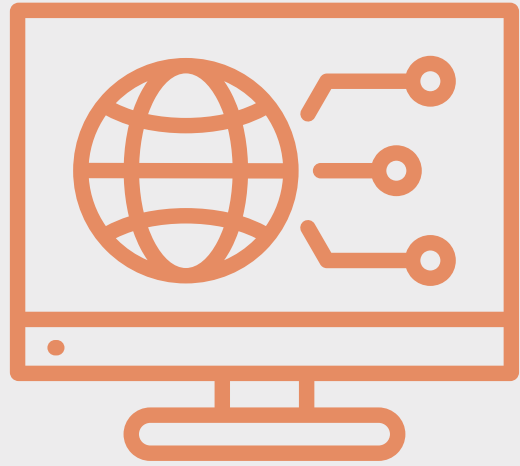
Implement a robust quality control plan

Improve order accuracy and production processes

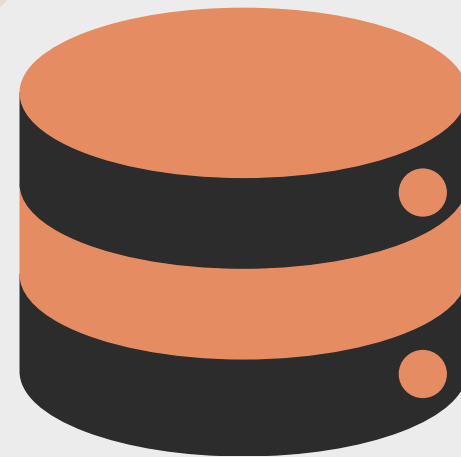
Support brand recovery and future growth

Solution Statement

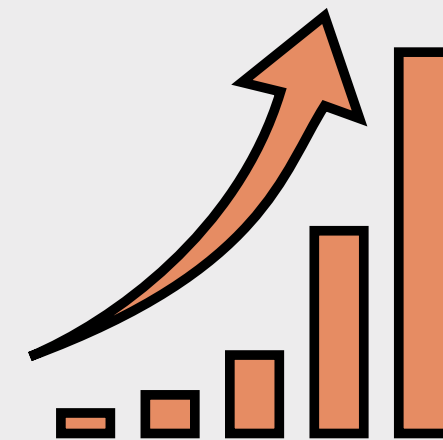
Customer Feedback System



**Address Food
Safety and Quality**



**Compile and
Evaluate Customer
Feedback**



**Increase Food
Consistency**

Overview

Core Feature:

- Customer Feedback Interface (CFI) for real-time feedback collection

Support Tool:

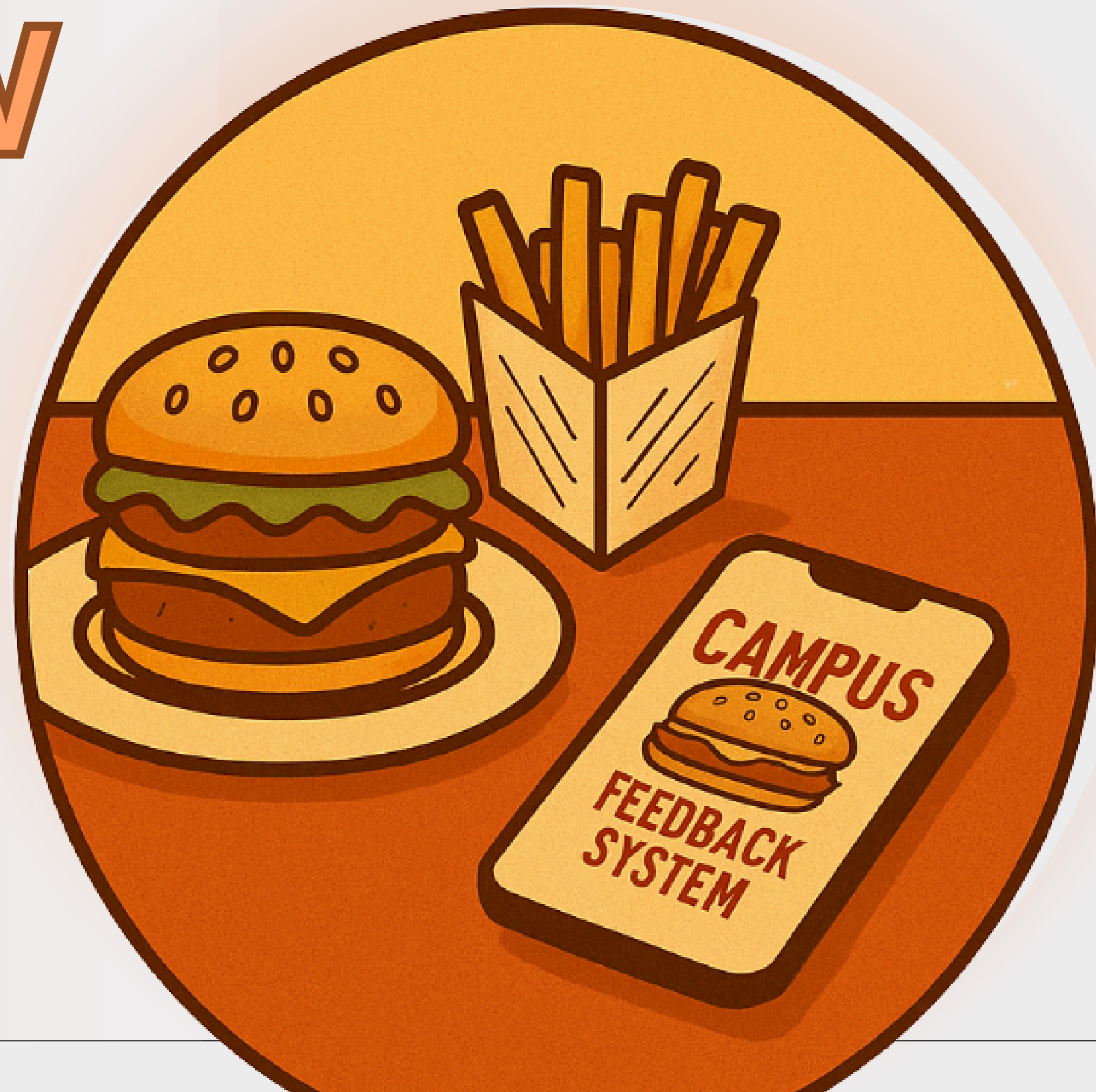
- Install Kiosk - Feedback Analysis Tool to directly receive feedback patterns and recurring issues

Objectives:

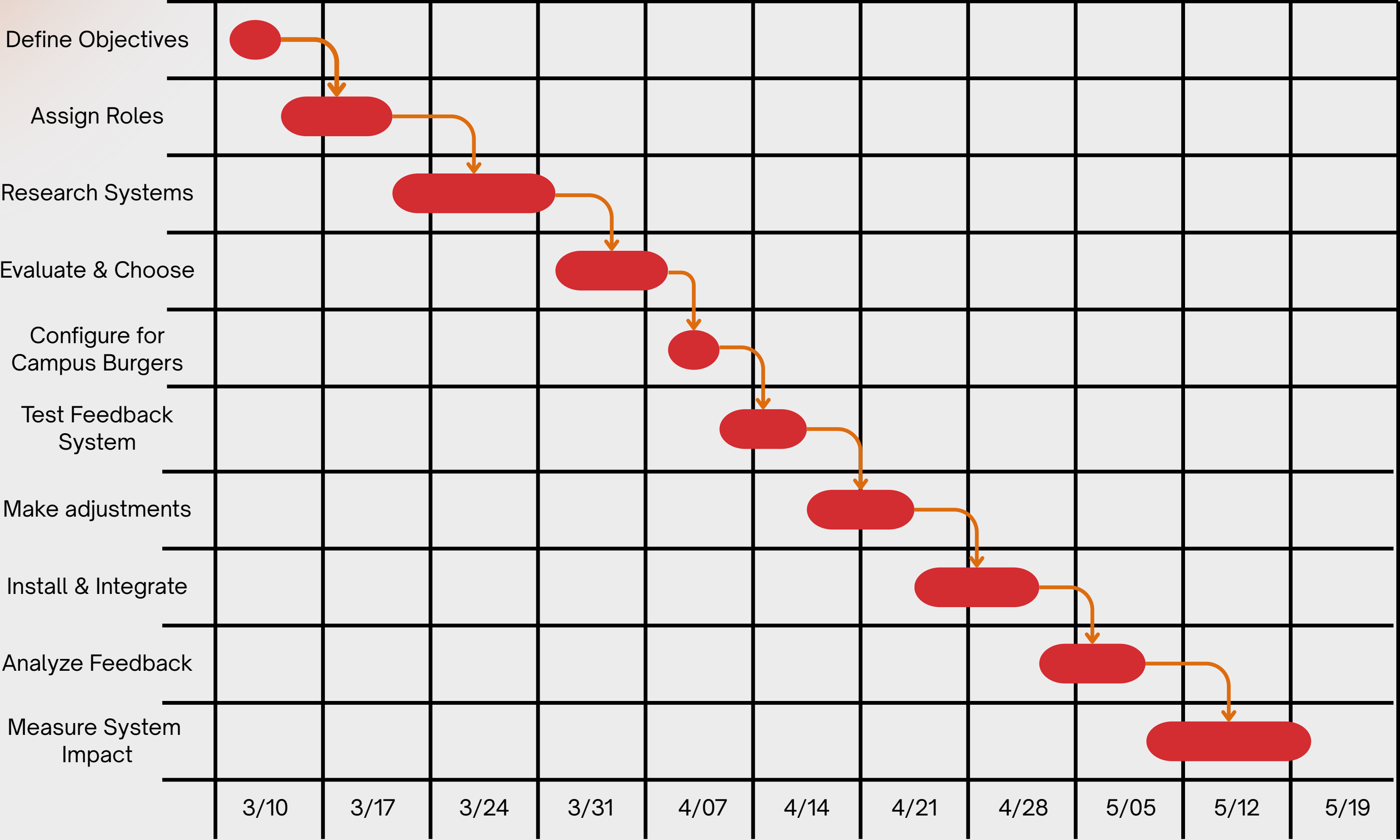
- Reduce order errors
- Improve operational efficiency
- Strengthen food safety protocols
- Enhance customer satisfaction
- Prevent negative brand impact

Outcome:

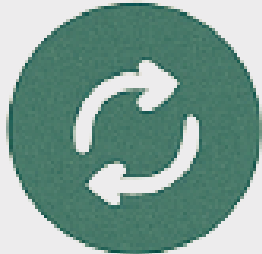
- Enables Campus Burgers to uphold high service standards and scale with growing demand



Project Timeline

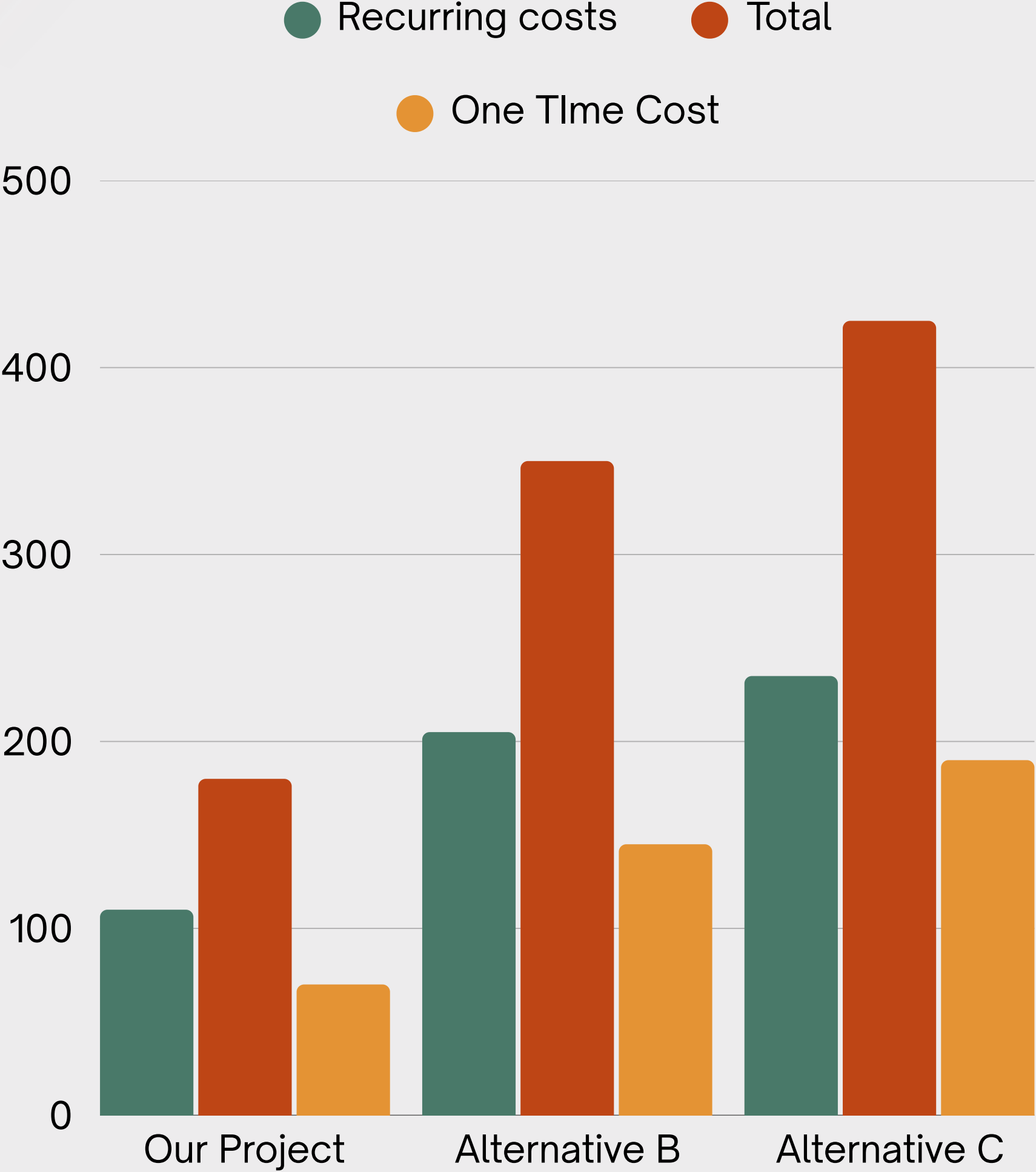


Scoring Model

 Cost categories	 One-time cost	 Recurring costs	TOTAL
Our Project	70	110	180
Alternative B	145	205	350
Alternative C	190	235	425

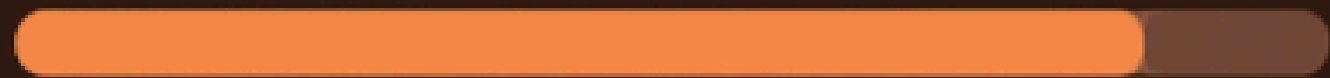
 Low setup cost + lower maintenance = long-term savings

 Our project has the lowest total cost, making it the most efficient and budget-friendly solution.

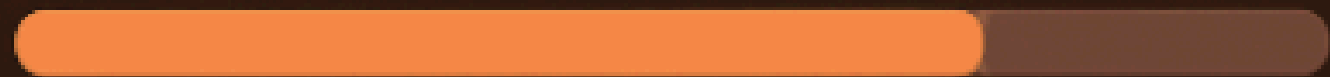


PROJECT FEASIBILITY

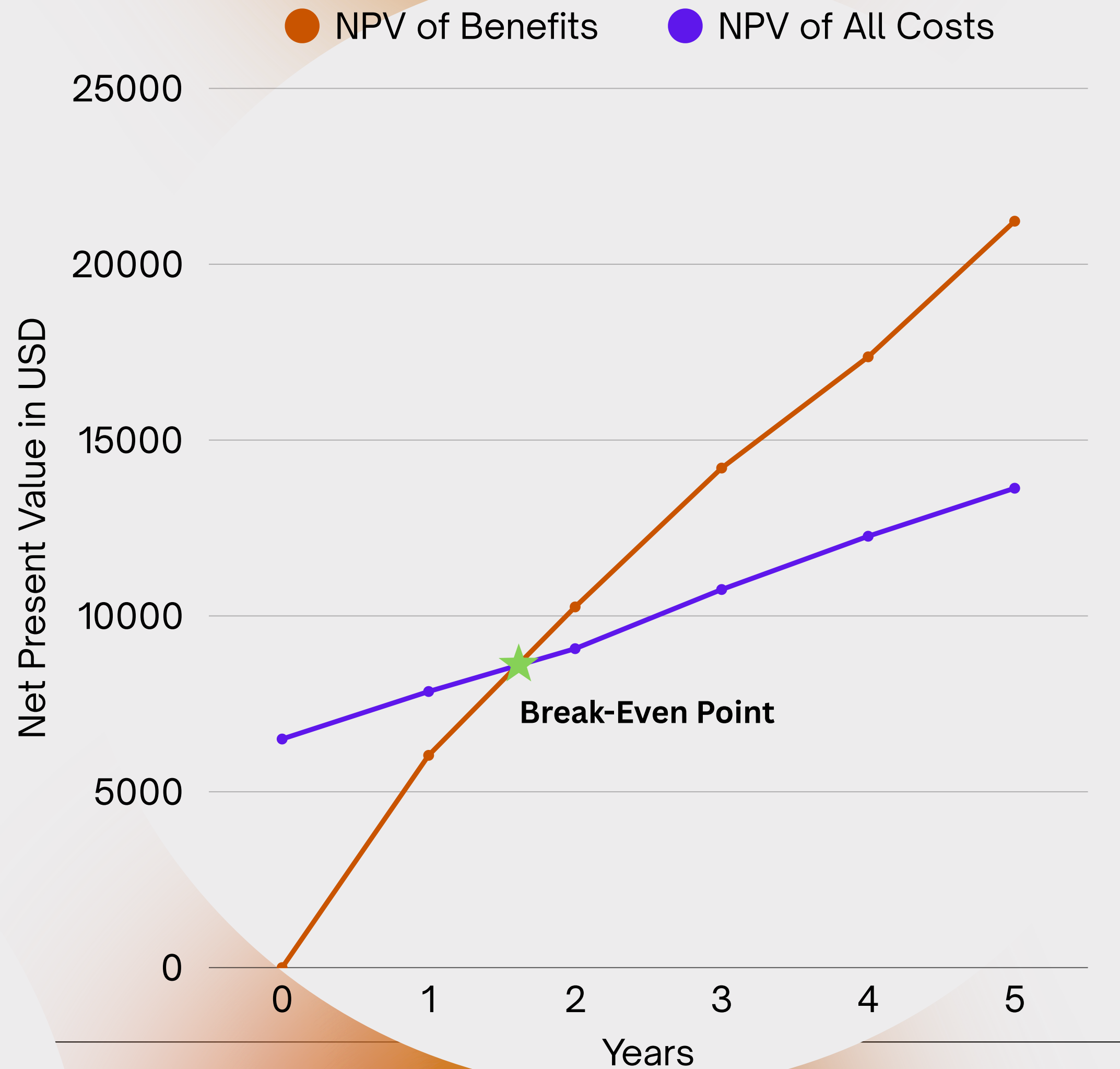
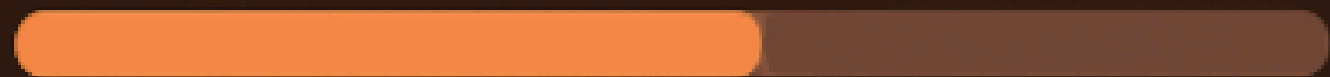
NPV \$7,593.70



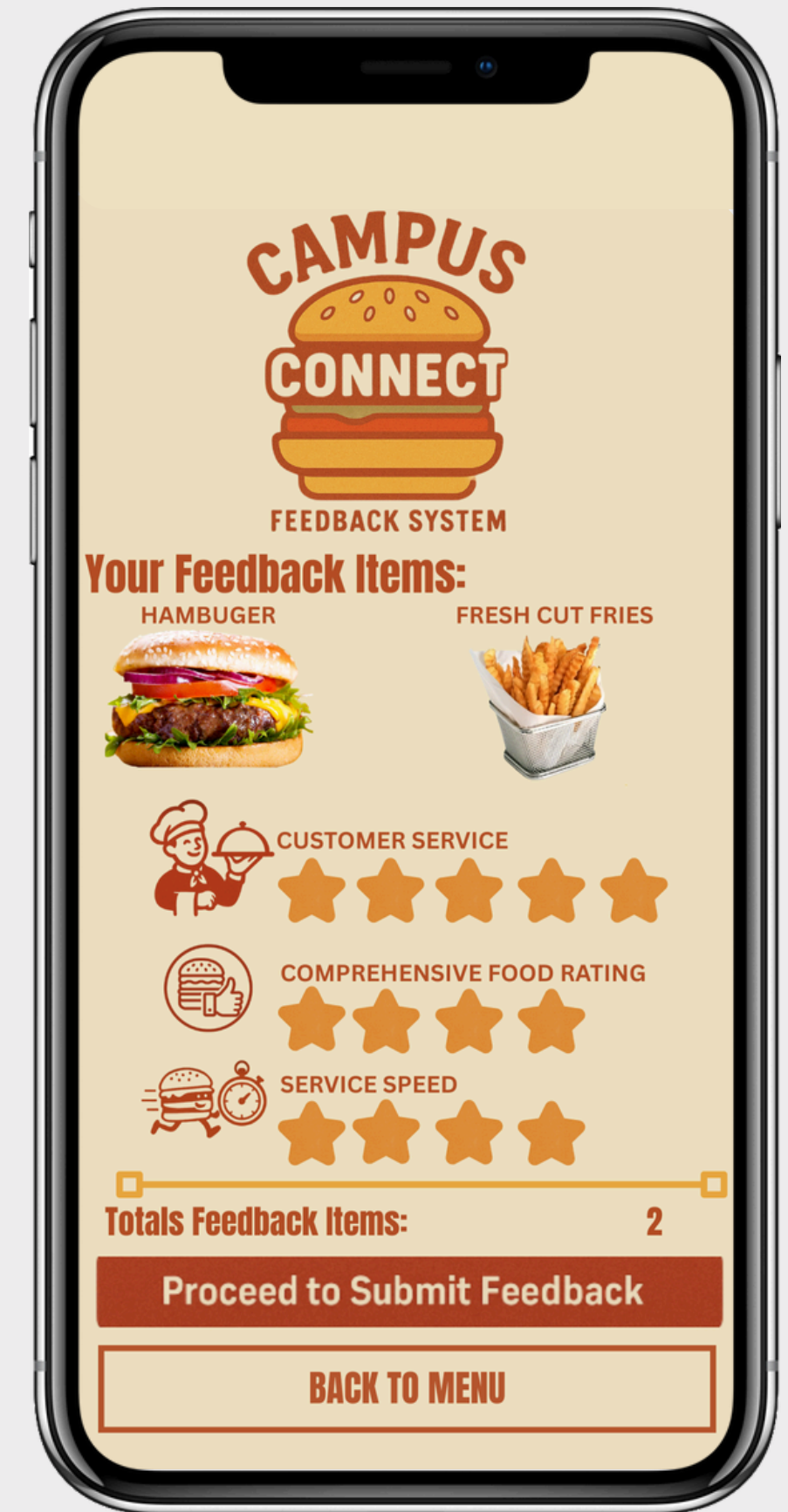
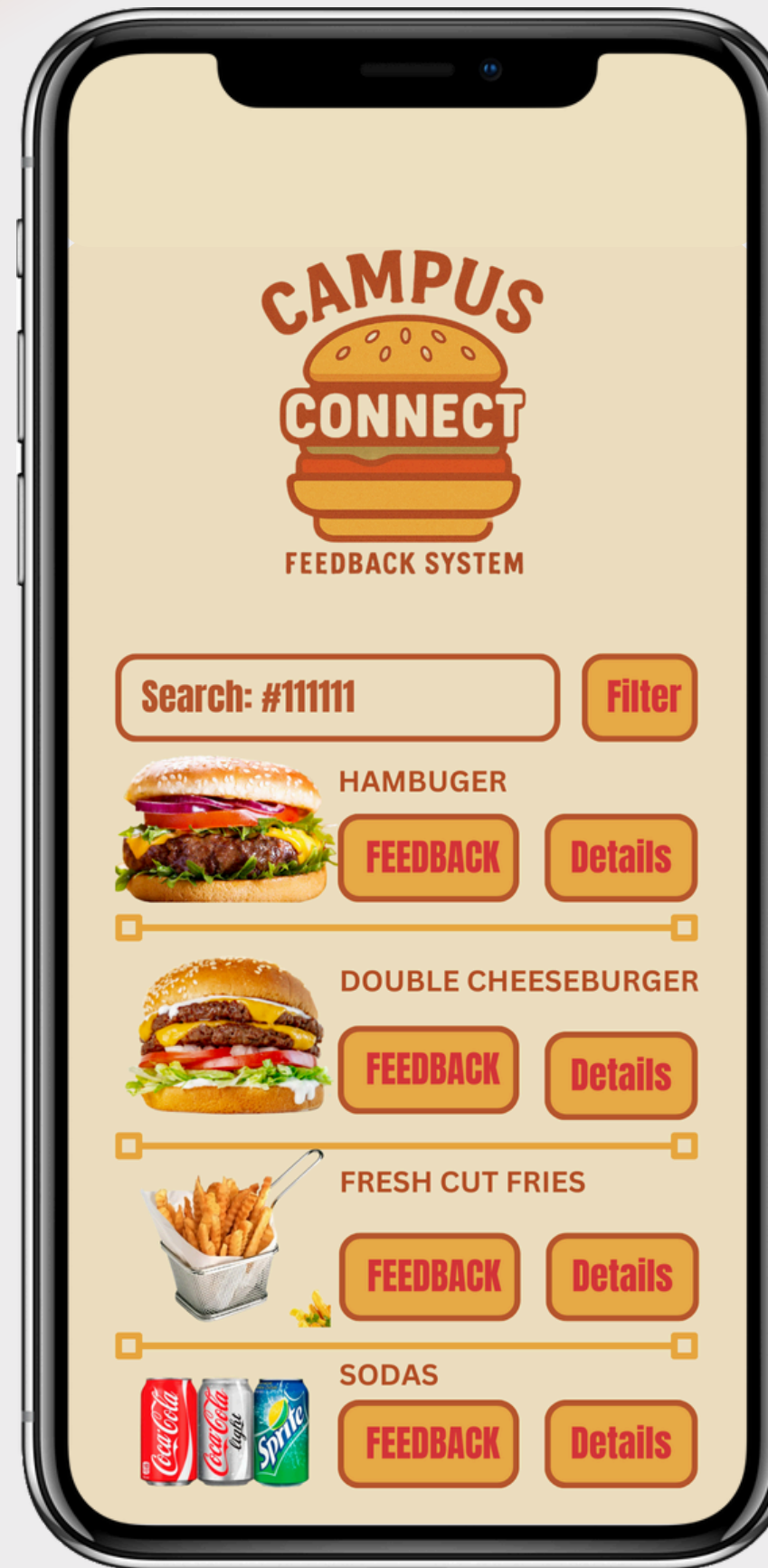
ROI 0.56



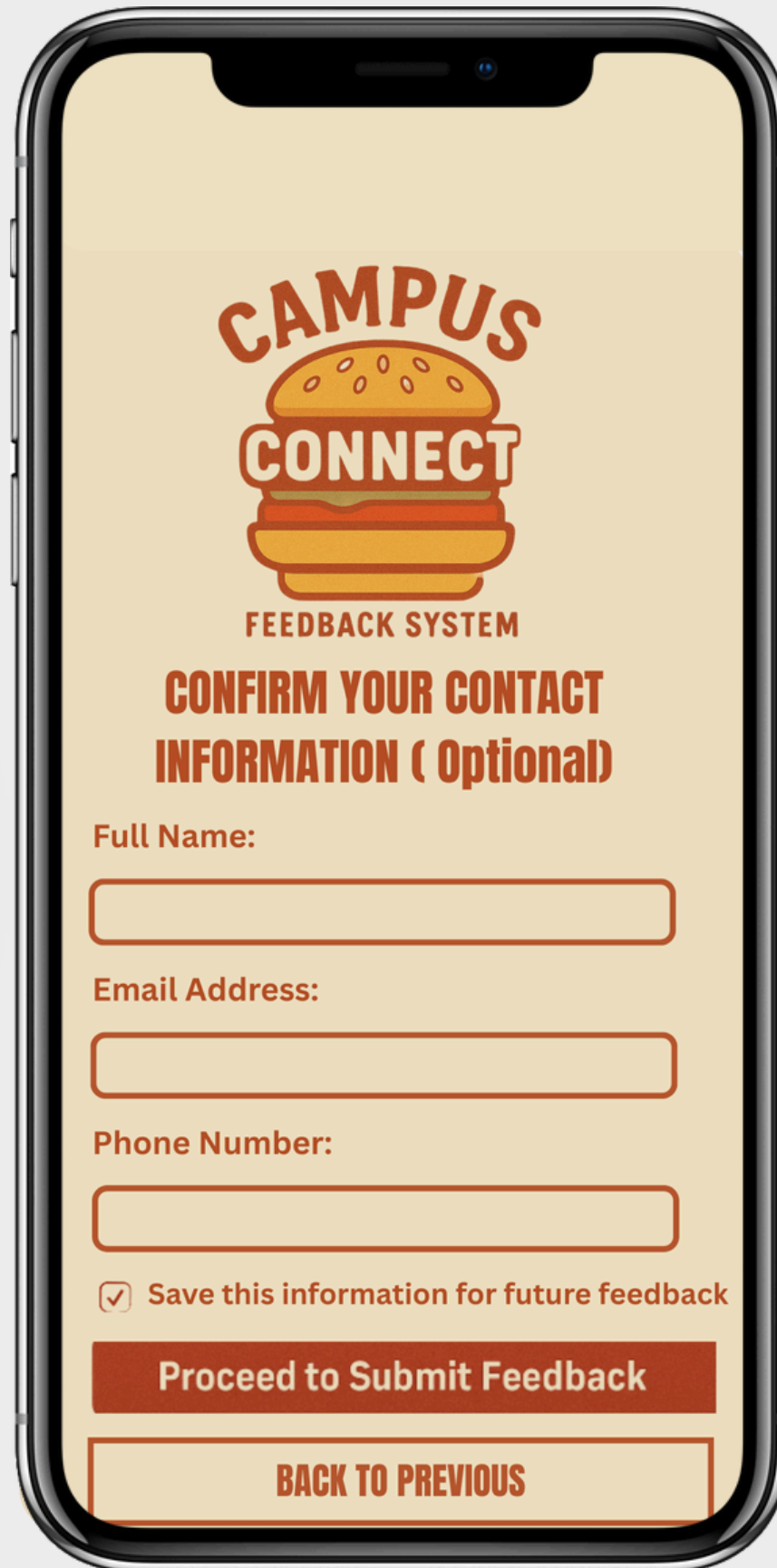
BEP 0.60 years



Mobile Prototype



Mobile Prototype



**CAMPUS
CONNECT**
FEEDBACK SYSTEM

**CONFIRM YOUR CONTACT
INFORMATION (Optional)**

Full Name:

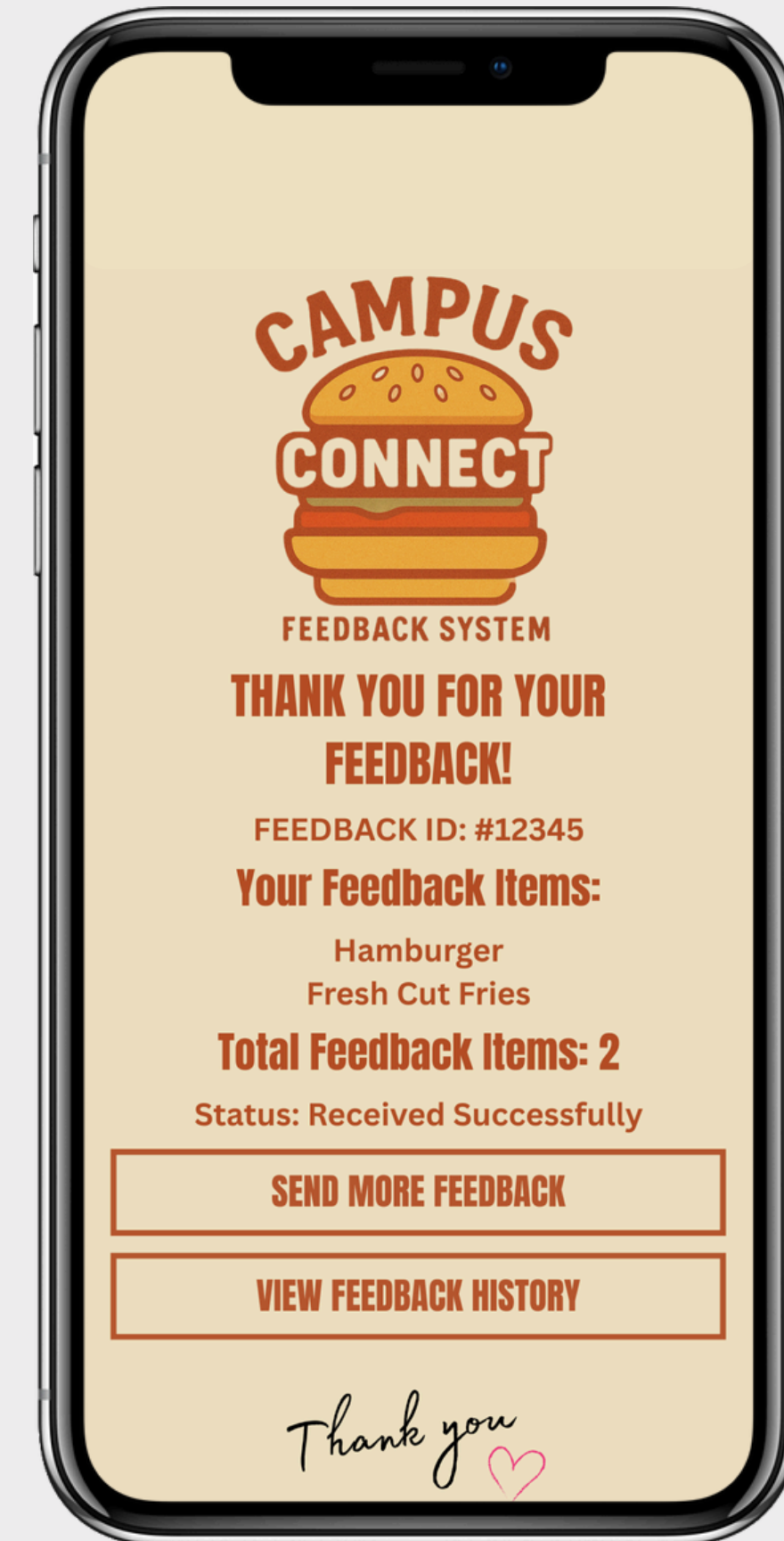
Email Address:

Phone Number:

☒ Save this information for future feedback

Proceed to Submit Feedback

BACK TO PREVIOUS



**CAMPUS
CONNECT**
FEEDBACK SYSTEM

**THANK YOU FOR YOUR
FEEDBACK!**

FEEDBACK ID: #12345

Your Feedback Items:

Hamburger
Fresh Cut Fries

Total Feedback Items: 2

Status: Received Successfully

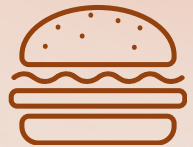
SEND MORE FEEDBACK

VIEW FEEDBACK HISTORY

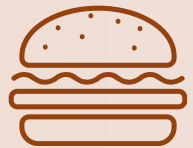
Thank you 

Conclusion

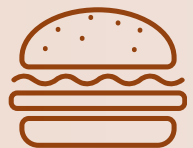
Campus Connect aims to improve quality, consistency, and most importantly safety of food at Campus Burgers



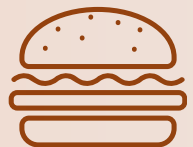
Utilizes an existing resource that is customer advice



Simplifies customer feedback onto one wholistic system



Aims to create a greater dining experience without major changes and high recurring costs



Modular experience for both restaurant and customers



**YOUR VOICE
BUILDS OUR
BURGER
FUTURE**