



REVIEW RESPONSES CONTRIBUTED TO A \$2 CHECK SIZE INCREASE FOR KASA

This Indian eatery in Northern California turned their reviews into conversations — increasing their profits and making customers feel heard and valued.

THE VALUE OF WORDS

KASA has become a staple for North Indian cuisine in San Francisco, with locally famous naan and samosas. In July of 2023, the restaurant began responding to DoorDash customer reviews, which included offering customers \$5-\$10 off their next order when expectations weren't met. Within six months, KASA saw their average check size grow by \$2.00 and customer spend increase by \$3.50



"By actively engaging with customer reviews, we've built trust, which keeps them coming back and encourages them to share more reviews."

ANAMIKA KHANNA

Khanna Owner of KASA Indian Eatery

WAYS TO TURN REVIEWS INTO CUSTOMER CONVERSATIONS:



THANK THEM FOR THE REVIEW

Made customers feel appreciated by acknowledging their experience.



SUGGEST OTHER MENU ITEMS

Gave customers personalized recommendations that would encourage them to come back.



OFFER A DISCOUNT

Responded to negative reviews with special discounts to show they're worth a second chance.