

Basic info

- Tell me a little bit about yourself. How long have you been at the restaurant?
- What are some websites and apps you enjoy using and why?
- How do you browse the internet?
 - a. What devices do you use?
 - b. How much time a day do you spend on them? (This helps determine how tech savvy they are)
- What is your role and what responsibilities does it entail?
- What does a typical day look like?
- How big is your restaurant? No. of customers & employees? Different locations? Food trucks?

Product Introduction

- What made them change/decide to go with us to begin with?
 - a. How long have you been with us?
- Are you happy with your choice or do you regret it?
 - a. Why?
 - b. What changes are you noticing because of the changes you HAD to make?
- How do you use LBM and how does it impact your role?
 - a. Which tools do you use most often?
- How often or how much time a day do you use LBM?
- Does LBM make your work more or less efficient?
 - a. Why?
- What do you think of LBM overall?
 - a. What do you like about LBM?
 - b. What do you dislike? (Take their dislikes and ask a few follow up questions)

Features

- What tools do you find helpful for invoices, scheduling etc?
- One tool you can't live without? Inventory, invoice...?
- Are there third party tools you use to handle anything LBM does not?
- Anything we can ask re handling inventory purchase during covid
- If there was one feature you could add, what would it be?
- Do you use customer engagement/social media & reputation management? (These tools have been proven to increase sales up to 27% and I don't know why merchants don't use them but are willing to pay hundreds for 3rd party companies to do it for them.)

Business

- As a business owner, any new areas or goals excite you? (growing your business ideas - what's stopping you)
- What problems did you have in the last few months and how did you solve them?

Closing

- What do you think would make someone not want to use LBM? (ask follow ups based on response)
- Would you feel comfortable recommending LBM?
- Overall what can we do to make it better?