

FRICTION FINDER

Unlock the customer insights within your reviews.

Example customer-insight report for a real Austin service business

REDUCE CUSTOMER COMPLAINTS

ONE-TIME
SIGNAL
REPORT

Make the visit feel more predictable - before the guest arrives.

01

BUSINESS	New Sitara Indian Cuisine & Bar
LOCATION	1779 Wells Branch Pkwy #102, Austin, TX 78728
PRIMARY PRIORITY	Reduce customer complaints
PREPARED	14 September 2026

Executive read: Sitara has strong product love and repeat-visit potential. The clearest friction is predictability: waits, ordering-channel expectations, spice/portion clarity, and inconsistent service moments. The fastest win is to make the experience legible before guests commit, then instrument the handoffs that create disappointment.

Important note

This illustrative example uses public pages and short attributed excerpts. It is not an official audit, does not claim private review access, and should be validated with the business's dated review export before action.

1. Signal snapshot

The business website reports 4.6 stars across 4,000+ Google reviews and 4.5 across 415+ Yelp reviews. Public summaries consistently praise biryani, dosa, buffet variety, portions, authenticity, and friendly service, while also surfacing waits, queue handling, ordering confusion, and occasional dry or inconsistent dishes.

Representative excerpts

"Great food and a lot of options - come early because there's always a line."

"The staff is friendly and attentive ... the portions ... make it worth the money."

"The bigger issue was not the wait itself, but how the waiting list was handled."

Core insight

Sitara does not need to prove that the food is special; the public record already does that. It needs to make the high-variance parts of the visit feel managed. "Come early," "line," "wait," and "worth the money" indicate that expectations are doing too much work.

2. Friction map

MOMENT	CUSTOMER QUESTION	FRICTION / OPPORTUNITY
Before visit	Will there be a line? What is buffet price and timing?	Publish live hours, peak windows, pricing and arrival guidance.
Arrival	Where do I stand, and how will the wait work?	Make queue protocol visible and consistent.
Ordering	What should I choose, and how spicy / large is it?	Add signature-dish, spice and portion cues.
Fulfillment	Will pickup/delivery match dine-in quality and timing?	Use ready-time promises and a sealed-bag checklist.

3. Action plan

Goal: reduce expectation gaps without adding heavy operational overhead.

DAY	SEVEN-DAY TEST	SUCCESS SIGNAL
1	Publish a “before you come” strip: peak windows, buffet hours/prices, expected wait, parking/entrance guidance.	Fewer arrival questions; higher direct clicks
2	Add a one-line queue protocol at host stand and Google Business Profile.	Fewer waitlist complaints
3	Create a first-order menu block with six signature dishes, spice range, portion cue and best-for tags.	Fewer wrong-fit complaints
4	Run a pickup handoff test: promised-ready time, sealed-bag checklist and delay-recovery script.	Lower late / missing-item mentions
5-7	Ask happy guests whether wait and ordering were clear; review new feedback and keep the best change.	Directional improvement in wait/service mentions

Review-response stance

Acknowledge the specific friction, explain the expectation-setting change, and invite a direct recovery path. Avoid debating taste or claiming universal improvement.

4. Reusable autonomous-session prompt

Paste this into a separate ChatGPT Work session and replace the business fields as needed.

You are Friction Finder, an autonomous customer-insight analyst. Create a decision-ready PDF report for the service business below. BUSINESS: New Sitara Indian Cuisine & Bar CITY: Austin, Texas BUSINESS URL: <https://www.sitaraaustin.com/> REVIEW URLs: Use the business Google Business Profile and Yelp page; supplement only with clearly attributed public sources. PRIMARY PRIORITY: Reduce customer complaints Rules: verify identity, location, category and >100 reviews; record ratings, counts, platforms and access date; use live web research; never invent review text or facts; quote only short attributed excerpts; separate unattributed Reddit/Quora/forum discussion into an appendix with confidence interval and never blend it into core findings; distinguish evidence, inference and hypothesis; produce executive summary, evidence table, journey friction map, prioritized insights, seven-day action plan with owner/effort/impact/measurement, response principles, tests, limitations and clickable sources; use warm off-white, deep green-black, cobalt headings, coral accents and clean tables; render and inspect every PDF page before finalizing; save as friction-finder-example-report-.pdf and provide a concise handoff.

Recommended product input contract

Business name + Google/Yelp URL + “What matters most” priority. If live review access is blocked, stop short of fabricated analysis and state what URL or export is needed.

5. Sources and methodology

Public snapshot accessed 14 September 2026. Ratings and counts change over time.

Sources

Sitara official website: <https://www.sitaraaustin.com/>

IndianFoodFinder: <https://indianfoodfinder.com/restaurant/austin/new-sitara-indian-cuisine-and-bar-austin-78728>

Restaurant Guru: <https://restaurantguru.com/BheemaS-Austin-Indian-kitchen-Austin>

DoorDash listing: <https://www.doordash.com/store/new-sitara-indian-cuisine-austin-442506/1000>

Trustindex review page: <https://www.trustindex.io/reviews/sitaraindiancuisine.com>

Method note

Themes were synthesized across the public sources above. This is directional, not a statistically representative sample. A production report should ingest a dated review export, deduplicate reviews, weight recency, and report prevalence with transparent denominators.