

QUICK BITES: THERE'S AN APP FOR THAT

BENCHMARKING PERFORMANCE OF QSR / FAST CASUAL RESTAURANTS' ORDER AHEAD EXPERIENCE

Participate in our syndicated study to gain invaluable insights into which order ahead experiences are delighting customers and why!



This future-forward study will help you unlock insights into modern challenges in the restaurant industry's mobile ordering, payment and pickup process

In this fast-paced industry, myriad challenges from labor issues to tech advancements and generational attitudinal and behavioral shifts can cloud focus.

How do you ensure that your brand is in the consideration set? How can you prioritize the right areas to outpace competition?

Ipsos can help!

We provide clarity on what truly matters to your customer, empowering you to successfully implement and manage the expanding mobile ordering, payment and pickup process.



Contextualize

What do customers value most in an order ahead experience that leads to brand engagement and loyalty?



Quantify Experiences

How well are you delivering against customer expectations and brand standards in the digital age?



Make your engagements sparkle

Follow our roadmap to invest in those areas where you might be falling short.



"I use the app almost any time I order. If I have a big order I try to put it in with plenty of time for them to make it but usually still end up parked. It makes me wonder when exactly the mobile orders start being made after they're placed?"

– Kyla B. (McDonald's)



"Starbucks needs to follow what McDonald's does. You can place your order anytime, but it's not made until you arrive and indicate how you are picking up (ie. Curbside, drive through, in store). No watered down drinks or cold food.."

– Chris J. (Starbucks)

For more information
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A Three-Pronged Approach

1 Consumer Research

Contextualize

A survey among recent restaurant visitors to understand what drives them digitally to (and away from) the brand.

- N=1,000 US restaurant patrons who have dined in the last 30 days
- Key driver analysis by occasion with overall satisfaction as the dependent variable
- Raw data extract of survey results

2 Mystery Shopping

Quantify Experiences

Ipsos will send a cadre of trained mystery shoppers to document, in detail, order ahead experiences received at your chain as well as 16 other brands.

- US trained shoppers, 18+
- 75 order ahead shops per brand
- All shoppers will use the brand's own app to order ahead
- All orders will be retrieved from the store to assess packaging, accuracy and presentation

3 Detailed Analysis

Sparkling Engagements

Empowering you with strategic insights to decipher consumer priorities and gauge your performance in the areas that matter most and compared to key competitors.

- Learnings can be leveraged by both operations and marketing stakeholders
- Executive summary of all brand results

Investment: \$9,750

Brands Evaluated



Topics of Exploration



DIGITAL EXPECTATIONS

- Past month restaurant experiences
- Occasions for interaction
- Importance of specific operational dimensions
- App experiences, including impacts on dine-in customers



MYSTERY SHOP

- Experiences in the app
- Perks/Promotions for using app
- Availability of clearly labeled location to pick up order
- Employee interaction
- Speed of Service
- Order Accuracy
- Food Quality
- Environmentally-minded packaging

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