



## PRESS RELEASE

### Ipsos announces 2024 QSR/Fast Casual Digital Ordering Performance Study with The Coca-Cola Company and Nation's Restaurant News (NRN)

*Comprehensive new Ipsos study sets new benchmark for quick service and fast casual restaurants' order-ahead experiences*

**New York, NY, November 12, 2024** – Ipsos, one of the largest market research companies globally, is proud to introduce the 2024 QSR/Fast Casual Digital Ordering Performance Study: a first-of-its-kind benchmark for digital order-ahead capabilities at limited-service restaurant chains across the United States.

As Americans increasingly rely on mobile apps and websites to order and pay for their food and drink, restaurants face growing pressure to deliver seamless and engaging online and on-site experiences.

The QSR/Fast Casual Digital Ordering Performance Study, developed by Ipsos in partnership with Nation's Restaurant News (NRN) and The Coca-Cola Company, draws on rigorous intermodal research to identify where brands are meeting consumers' expectations and where they must improve.

"Order-ahead experiences remain a primary source of growth across the restaurant sector — but as competing offers mature and attitudinal and behavioral shifts persist, brands will need to ensure that they are avoiding pitfalls and prioritizing the right features," said Brad Christian Head of Strategic Growth – US Channel Performance, Ipsos.

"For the first time, the QSR/Fast Casual Digital Ordering Performance Study equips them with the context needed to improve their experiences and outpace the competition."

The study, rooted in Ipsos' award-winning mystery shopping and consumer research practices, offers a data-driven look at pain points and opportunities for improvement across mobile ordering, payment and pickup channels — empowering QSR and fast casual brands to deliver on the experiences that matter most to their customers.

**To learn more about the QSR/Fast Casual Digital Ordering Performance Study, contact:**

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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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