

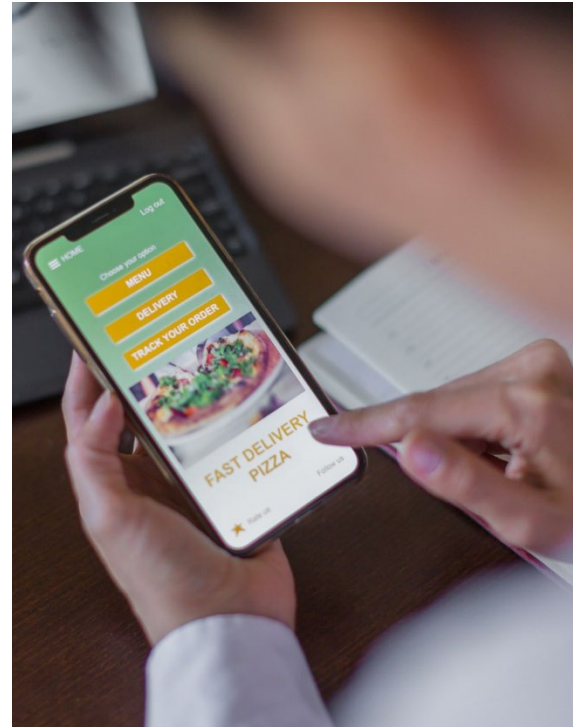
Maximizing Restaurant Performance through Mystery Shopping

Key Metrics for the Fast-Food Industry

Today's fast-food customers are more time-conscious than ever. With the rise of mobile apps and online ordering, many consumers expect their meals to be ready the moment they arrive at the restaurant to pick up their order. This shift towards convenience means that speed and accuracy are critical to success.

Whether a customer is ordering ahead, picking up at the counter or at the drive-thru window, their expectation is simple: the meal must be prepared quickly and correctly every time.

Additionally, technologies are redefining consumer preferences. Self-service kiosks have become a popular choice, offering customers a quick and convenient way to customize and place their orders without waiting in line. Mobile ordering allows customers to order and pick up their food with minimal interaction. Third-party delivery services have revolutionized the way fast food is accessed, bringing meals directly to customers' doors.



To stay ahead, fast-food businesses need to deliver quick and accurate service while ensuring the technologies they use enhance the overall customer experience.

Mystery Shopping: Measure Speed and Accuracy with Every Order

Mystery shopping is a powerful tool that allows fast-food businesses to measure whether they are meeting key expectations for speed and order accuracy. Fast-food chains can gather objective data on how quickly meals are prepared and how often orders are fulfilled without mistakes.

This firsthand feedback measures performance and identifies delays or inaccuracies. With these insights, restaurants can address inefficiencies, improve processes, and ensure that every customer receives their meal quickly and correctly, helping to build trust and repeat business.

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Beyond Speed and Accuracy: Evaluate Other Critical Metrics

While speed and order accuracy are crucial in the fast-food industry, mystery shopping can offer much more than these insights. It provides a comprehensive evaluation of many important factors that contribute to the overall customer satisfaction.

Food Quality

Quality of food is a cornerstone of customer satisfaction, and mystery shoppers assess it based on several factors, including temperature, taste, freshness, and presentation. Shoppers sample the food just as a regular customer would and report on their experience, evaluating whether the meal meets the brand's standards.

Suggestive Selling

Suggestive selling is a proven strategy for increasing sales by encouraging customers to order additional items—such as a beverage or dessert—or to upgrade their meal—like swapping fries for poutine. Mystery shoppers evaluate how effectively employees use this technique, observing whether they make personalized recommendations. By using mystery shopping, businesses can determine if their employees are actively driving sales through suggestive selling.

Loyalty Program

Loyalty programs are valuable tools for building customer retention, but they need to be promoted by staff. Mystery shoppers observe whether employees are actively informing customers about the program and whether the benefits are applied correctly during transactions. This ensures that businesses are maximizing the potential of their loyalty programs to engage customers.

Cleanliness

Cleanliness influences a customer's perception of the brand. Mystery shoppers can assess the cleanliness of all areas of the restaurant, both interior and exterior. Any lapses in cleanliness are documented so businesses can take immediate corrective action.

Employee Friendliness

Customer interactions with staff play a significant role in shaping the overall experience. Mystery shoppers can evaluate whether employees are friendly, courteous, and attentive throughout the interaction. This includes how warmly customers are greeted, the professionalism of the staff, and whether customers feel valued during their visit.

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Handling Special Requests

Mystery shoppers can assess how well employees handle special requests, such as dietary restrictions, allergies, or specific modifications to an order. This metric looks at whether staff members are knowledgeable, accommodating, and able to fulfill these requests accurately. Customers with special requests expect careful attention, and consistent success in this area can lead to increased customer satisfaction and trust.

Handling Complaints

How employees and managers handle customer complaints can turn a negative experience into a positive one. When an issue arises during a mystery shop, mystery shoppers can observe and document how the situation is managed, providing insights into the staff's responsiveness and professionalism. This allows businesses to see firsthand how complaints are handled within the restaurant, whether employees follow proper procedures, and if managers step in to resolve the issue effectively.

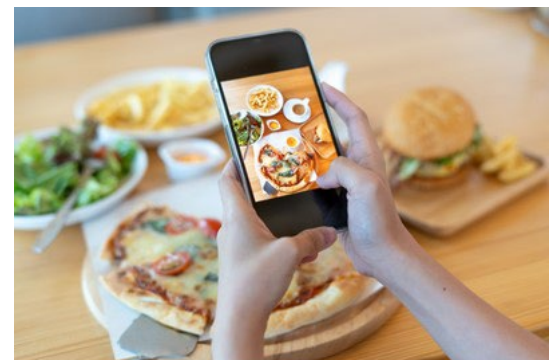
Leverage Visual Proof to Enhance Your Mystery Shopping Program

When mystery shoppers capture a photo of their meal and submit it alongside their report, fast-food chains gain unbiased insight into the presentation, portion size, and quality of the food being served.

Mystery shoppers can discreetly capture images that provide a genuine reflection of what is being served, helping businesses determine if the food meets brand standards.

Additionally, visual proof allows fast-food brands to spot any inconsistencies between locations, monitor how well promotional or seasonal items are being executed, and assess whether food is consistently served in a way that aligns with the brand.

Are you concerned about mystery shoppers drawing attention? With social media, it is now totally normal for a customer to photograph their meal. That makes it easy for mystery shoppers to do the same without raising suspicion.



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Benefits of Partnering with an Experienced Mystery Shopping Provider

A professional mystery shopping partner will tailor the program to meet your fast-food chain's unique needs. They will also consider the technology you are using, such as self-service kiosks, mobile ordering, or third-party delivery services, to ensure a holistic evaluation of the customer experience.

Here is what you get when you partner with an experienced mystery shopping partner:

Customized Program Aligned with Your Standard Operating Procedures (SOPs)

An experienced mystery shopping provider will customize the mystery shopping survey to align perfectly with your SOPs. This ensures that every mystery shop is tailored to evaluate the specific metrics and processes that are most important to your business. By matching the mystery shopping survey to your SOPs, the feedback provided is more relevant and actionable, helping you maintain consistent operational standards across all locations.

Tailored Scenarios Matched to Your Brand's Personas

Your mystery shopping partner can customize scenarios to reflect real-world situations that match your brand's personas. Whether it is testing how staff handles large group orders, addresses specific dietary restrictions, or manages mobile orders, an experienced partner will train mystery shoppers to evaluate these specific scenarios. This level of customization ensures that the feedback is directly relevant to the experiences of your target customers.

Access to a Live Dashboard with Advanced Analytics

Working with a seasoned partner gives you access to a live dashboard featuring drill-down reports and in-depth analytics. You can track results over time, monitor trends, and compare performance across multiple locations.

The dashboard should also allow you to set up secure access for different user levels—whether restaurant manager, district supervisor, or national executive—ensuring that everyone has access to the data they need to drive improvements. This real-time tracking provides a clear picture of how your fast-food chain performs at every level, enabling faster decision-making and strategic action.

Ready to see how mystery shopping can elevate your fast-food chain's performance? Let us customize a solution that fits your needs.



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