

# Case Study

Increasing market share



## Problem:

A new restaurant client wanted to know how they compared to their competition across the key QSR categories: speed, taste, accuracy and service.



## Solution:

Intouch Insight launched a mystery shopping program in order to provide this client with a current score across the targeted categories and compared it to the most recent QSR Drive Thru Study results.



## Results:

With this new baseline, our client was able to focus their efforts over to next year and saw a significant improvement across 3 of the 4 categories. A 29.3% increase in their service score, a 4.8% increase in their accuracy score and 3.1% increase in their taste score. This new score would have put them in 2<sup>nd</sup> place in that year's QSR Drive Thru Study.

Additionally, the client was able to see a direct correlation between these improved mystery shopping scores and increase revenue.