Case Study

Improving order accuracy

![INTOUCH INSIGHT]

Problem:

A client was experiencing a decrease in their customer satisfaction score due to poor service delivery. They implemented a new customer service process to rectify this and wanted to know if their team members were following the new process.

Solution:

Intouch Insight designed a program including 16,000 shops over six weeks in order to measure how consistently the new process was being implemented. When a team member was observed correctly delivering the new process to an evaluator, the employee and their manager were rewarded.
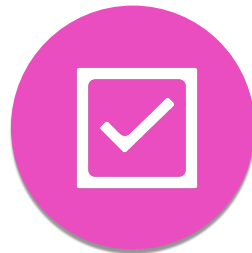
Results:

During the six weeks, implementation of the new process increased from 34% to 78% - meaning an overall increase of 129%.

Case Study

Improving order accuracy

INTOUCH INSIGHT

Problem:

One of our QSR clients wanted to measure and improve their overall drive thru performance across the United States.

Solution:

Intouch Insight crafted a customized mystery shopping program across 1,100 of their locations in order to measure the key metrics of accuracy, speed of service, customer service, and taste.
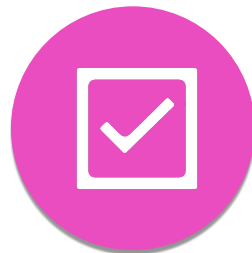
Results:

Over the course of one year, using their new benchmarks to focus their efforts, our client was able to increase their accuracy score from 91% to 95.8%. This would have resulted in them ranking #1 in accuracy for that year's QSR study.