

Case Study

Optimizing food
delivery operations



Problem:

With the increasing popularity of mobile ordering and food delivery, one of our QSR clients wanted to test the layout of their locations to ensure visits were smooth and efficient to optimize guests' experiences.



Solution:

Intouch Insight conducted a month-long pre-wave study with over 700 mystery shops in order to identify pain points in the meal assembly and food delivery process.



Results:

Intouch Insight was able to pinpoint the locations whose layout needed improvement and provide actionable insights to our clients operations team including specific wait times for each location as well as items that were missing from delivered meals.