



COFFEE BRANDS

Intouch Insight conducted mystery shops targeting four coffee brands, 15 shops per brand in Texas, Georgia and California.



Here's what we found out!

METHODOLOGY



4 chains, 15 mystery shops per chain



Assigned Order: Any coffee product on the menu



Orders placed on mobile app or website for pickup in-store



Shops took place in Texas, Georgia, and California



ORDERING

	YES	NO
Did you have any glitches or issues while placing your order on the website or app? (see Accuracy below)	13%	87%
How many minutes did the website or app estimate your order would take to prepare?	Average 5.35 minutes	
Did you receive your order within the estimated preparation time?	85%	15%
Did the baristas verify your identity or order details during mobile order pickup?	72%	28%

SERVICE

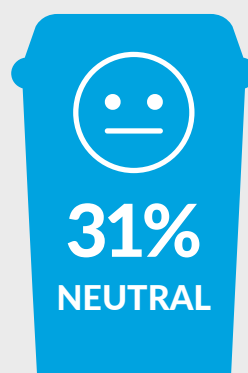
	YES	NO
Was there anything "extra" that made you glad to purchase your coffee at this store? (i.e. embellishments in the foam, name on the cup, friendly personnel, etc.)	32%	68%
Did the store have clear signage for mobile order pickup?	93%	7%
Were you greeted/acknowledged by staff within 30 seconds of entering the store?	72%	28%
Did the staff thank you for your visit before leaving the store?	65%	35%



Only **67%** received friendly service.



Overall, how would you rate the service you received on this visit?



ACCURACY

Order accuracy was **30% lower** when there were glitches in the app or if the app was not user-friendly.

	YES	NO
Was your beverage made accurately to the order you placed?	88%	12%
Did you have any glitches or issues while placing your order on the website or app?	13%	87%



Was your beverage at an appropriate temperature (iced coffees are cold, hot coffees are hot)?

YES	NO
95%	5%

CLEANLINESS & COMFORT

How would you rate the overall cleanliness of the store?



87% Excellent
No garbage, floors clean



10% Good
Less than 3 pieces of garbage, floors clean



2% Fair
Between 4-6 pieces of garbage, floors have no spills

The point is...

When you stop at your local coffee shop to pick up your cup of "Morning Joe", you are in good company. 62% of Americans drink coffee every day, with an average annual spend of \$1,100! Whether it's cold brew, cappuccino, latte, black, or iced, coffee is an essential part of our day.

We recently conducted mystery shops at four popular coffee brands to check in on key touchpoints that influence a customer's experience with a brand. Findings reveal areas of opportunity that include brand apps that work well and friendly, smiling staff who get the order right.

Intouch Insight can help you exceed expectations with mystery shopping, operational audits, surveys, and inspection software as part of a comprehensive customer experience solution set. Let's chat!