

American Coffee Preferences: A Brief Insight

Intouch Insight conducted mystery shops targeting 6 coffee brands, 15 shops per brand in Texas, Georgia, California, and Michigan.



METHODOLOGY



Tim Hortons

DUTCHBROS



DUNKIN'



6 chains, 15 mystery shops per chain

Assigned Order: Any speciality coffee and a breakfast sandwich

Orders placed using drive-thru

Shops took place in Texas, Georgia, California, and Michigan

ORDERING



	YES	NO
Was the volume of the speaker loud enough to hear the employee?	95%	5%
Was the interaction via the speaker clear and understandable?	93%	7%
Did you have to repeat any part of your order?	19%	81%

Average total wait time of 5.67 minutes

SERVICE

Orders with friendly service had a service time that was 54 seconds faster than those who did not receive friendly service.

	YES	NO
Did the employee thank you after your placed your order?	89%	11%
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.)	33%	67%

Regional chains consistently exhibit friendlier behavior compared to national chains.

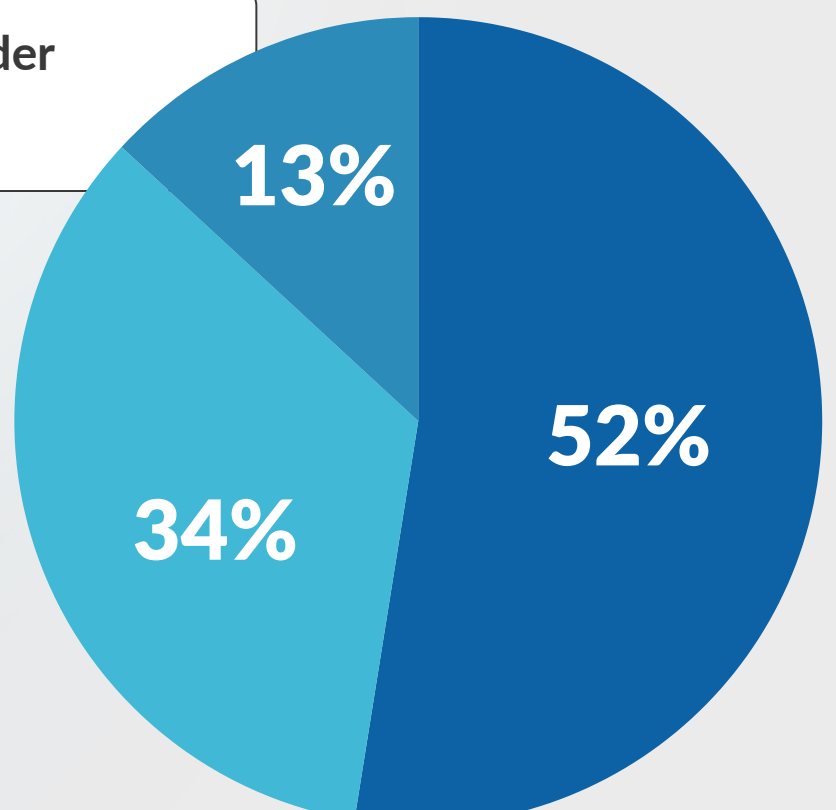


Friendliness increased by 18% when employees went the extra mile

"Something Extra" occurrence	56%	14%
Regional Brands		National Brands
"Thank You" after order	98%	80%
Regional Brands		National Brands
Friendliness Score	93%	77%
Regional Brands		National Brands

When thinking about the "speed" that your order was delivered, please rate your experience.

- As expected
- Quicker than expected
- Slower than expected



ACCURACY

Order accuracy was 8% higher when there was friendly service, compared to when there wasn't.



	YES	NO
Was your beverage made accurately to the order you placed?	99%	1%
Was your beverage an appropriate temperature (iced coffees are cold, hot coffees are hot)?	100%	

Clear and understandable speaker interactions resulted in a 33% higher order accuracy compared to unclear ones



WHY IS THIS IMPORTANT?

With an impressive 85% of our shoppers rating the service as friendly, it consistently demonstrates that friendliness plays a crucial role in influencing various other performance metrics. Making sure your employees take the two extra seconds to thank your customers is just one more way to build those lasting relationships to keep customers coming back!

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!