

QSR Employees: Insights on Crew Incentives & LTOs

We surveyed 488 former and current QSR employees to gain insights into their experiences with crew incentives and limited-time offers (LTOs). This survey sheds light on how these factors impact employee satisfaction and restaurant efficiency.

The findings reveal clear patterns in employee preferences for incentives and training but highlight areas for improvement in efficiency and support.

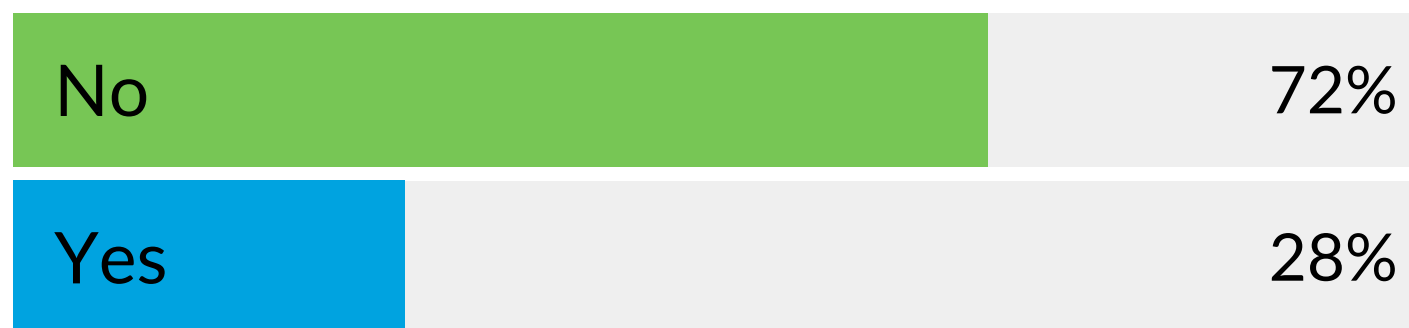


Why is this *important*?

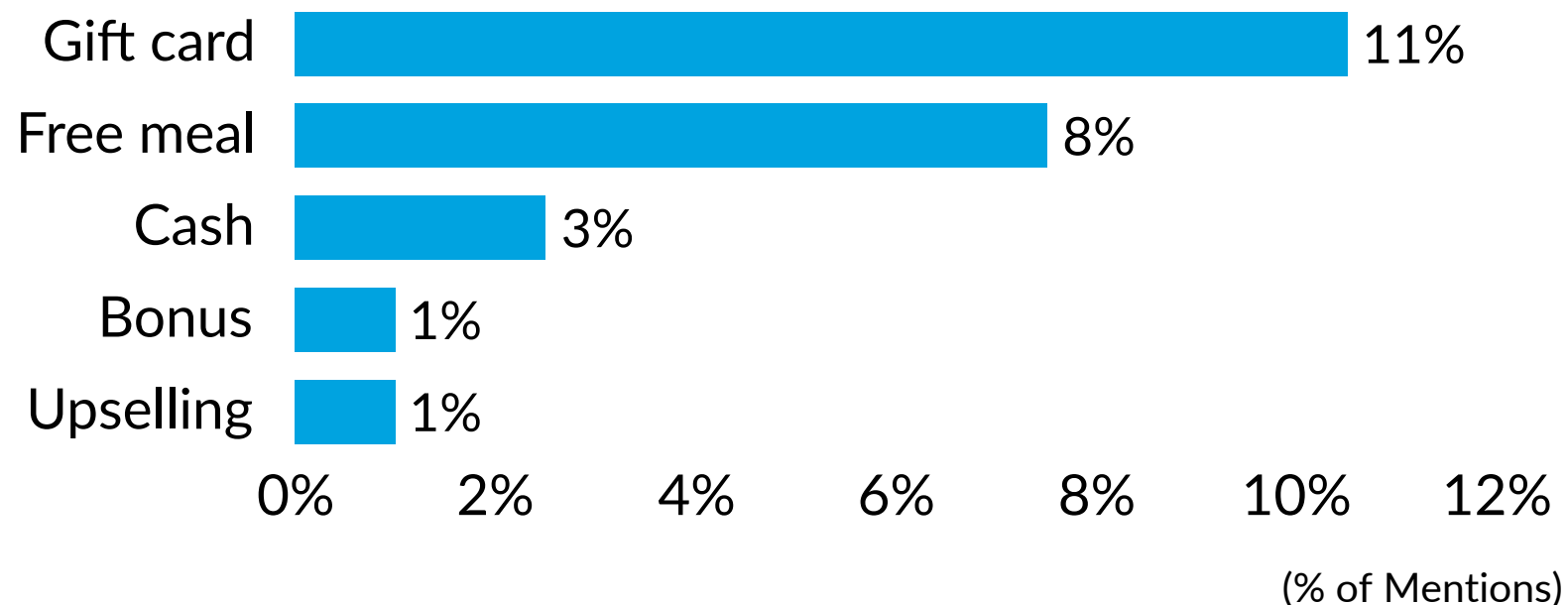
Incentives help shape how employees behave, but only if they match what people actually want. While more than 30% of respondents said they would choose cash as their preferred reward, the most common incentives given were gift cards and free meals. This shows a clear gap between what's being offered and what's most motivating. When rewards are tied to specific actions like upselling or working quickly, and they come in a form employees value, those behaviors are more likely to stick.

Choosing the right incentives isn't just about being nice—it can lead to real improvements in how teams perform. Some respondents even mentioned being rewarded just for showing up as scheduled, which shows that small signs of appreciation can go a long way. Giving rewards that feel meaningful helps employees feel seen and valued. That leads to better service, happier guests, and stronger results overall.

While working there, did you ever receive any incentive for certain behaviors (e.g., upselling, speed, etc.)?

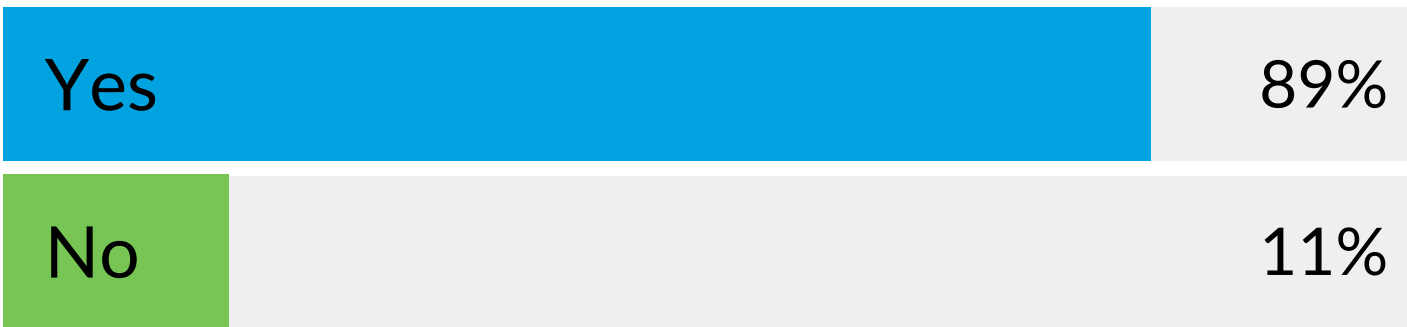


If yes, what was the incentive?*

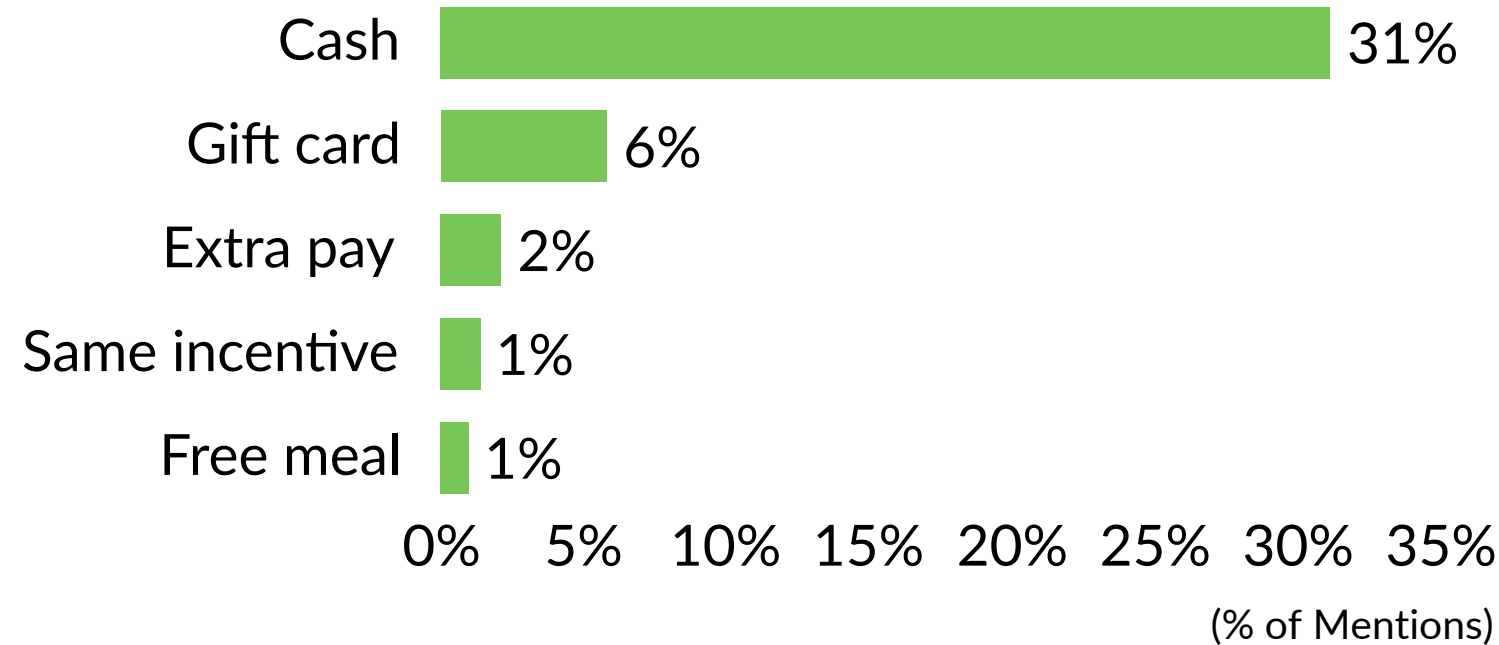


*ChatGPT was used to analyze responses to open-ended questions.

Did you like the incentive?

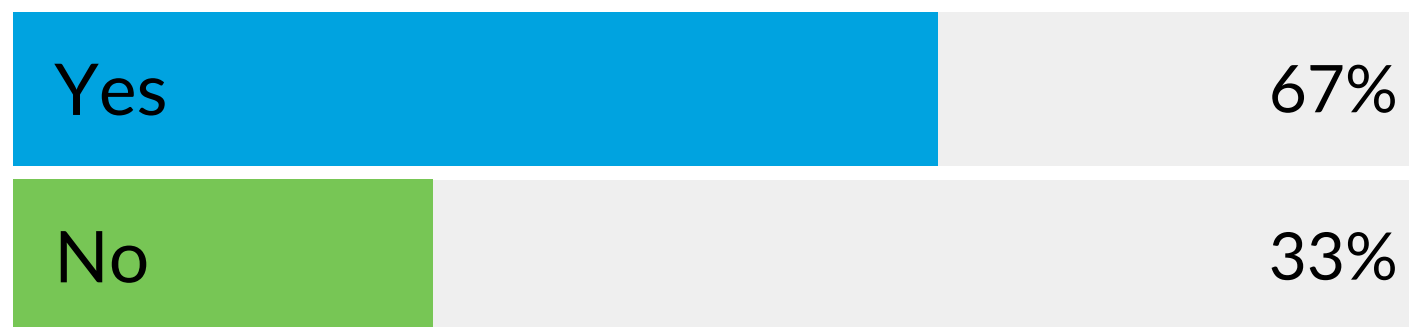


If you had to choose an incentive, what would it be?

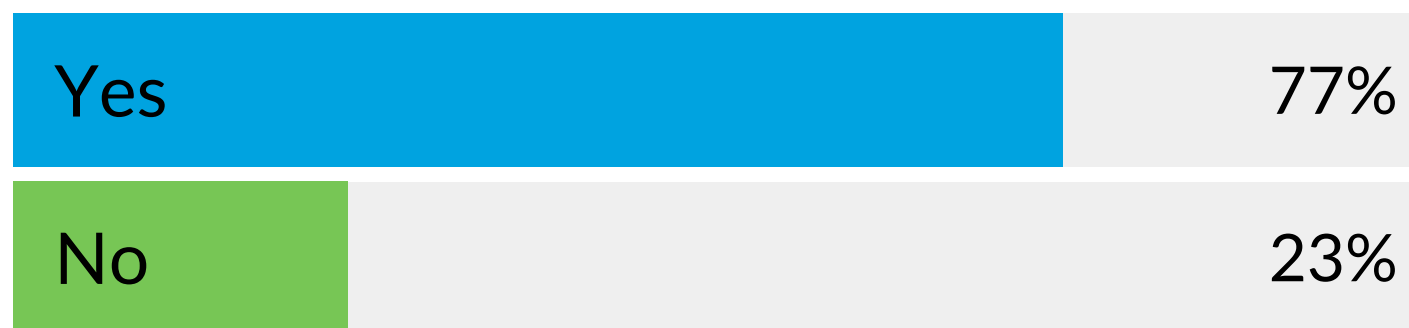


*ChatGPT was used to analyze responses to open-ended questions.

While working there, do you remember launching new menu items, promotions or limited time offers?



Did you like promoting these offers or new items?



Top reasons employees liked promoting new offers:

1. Something different
2. Customers liked it
3. Added excitement
4. Fun variety
5. Good talking point

Reasons for disliking LTOs or new items:

1. Too busy / too much to remember
2. Felt rushed
3. Confusion or lack of clarity
4. No incentive
5. No communication

Did you feel you were adequately trained to promote or execute the offers or new items?

Yes

80%

No

20%



What employees appreciated about training:

1. Clear and simple
2. Tasting the product
3. Easy-to-understand info
4. Engaged managers

What employees said didn't help:

1. Last-minute communication
2. Passive instruction
3. No practice or trial
4. Lack of clarity

The *top three improvements* employees believe their employer could make to enhance the restaurant's efficiency are:

#1

Performance-based incentives/recognition

#2

Encourage employee feedback on workflows and pain points

#3

Cross-train employees

Followed by: Better employee training (44%), Optimized kitchen layouts (24%), Digital checklists (22%), Technology such as kiosks, mobile ordering, and AI-driven tools (21%), Automated systems for food safety (18%).

About *Intouch Insight*

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty, and we are proud to deliver growth solutions to over 300 of the world's most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

Contact our team today!

letschat@intouchinsight.com
1-800-263-2980

Find out more