

QSR Chain Improves Unit OPS & Guest Experience

Case Study



*Project conducted with Technomic.

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The Situation

QSR Chain Improves Unit Operations & Guest Experience

A 12,000 unit quick-service chain needed to improve guest service levels for QSC (quality, service, and cleanliness) and other guest experience components.



- ▶ Guest complaints were at an all time high.
- ▶ Product introductions were an operations nightmare.
- ▶ Same store sales were flat.
- ▶ Market share was down; competitors gaining ground.
- ▶ Stock price hovered in the high \$20's.

The Actions

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We customized a short list of the key attributes of their guests' experience then developed a rating system for measurement of the unit's effectiveness.

- ▶ Unit managers used attribute list to focus staff efforts.
- ▶ Company implemented the program.
- ▶ Region managers rated general managers, monthly.
- ▶ Region scores used to benchmark Co. improvement.
- ▶ 400-point potential for a perfect score.



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The Results

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Over a 12 month period, the company successfully engineered a “back to basics” turn-around that improved guest experiences dramatically.



- ▶ Food quality, in particular, rose to best-in-class.
- ▶ New product introductions were successful.
- ▶ Same store sales moved to low teens.
- ▶ Competitors severely weakened, lost share.
- ▶ Stock price began a steady climb, more than doubling.

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