



IMPACT STORY



The Context

After recovering from a period of stalled sales and marketing campaigns that missed the mark, Arby's experienced renewed growth, expanding to more than 3,300 locations worldwide with a new brand, revamped menu and successful blend of speed and elevated service, for a “fast crafted” experience.

The Opportunity

While the changes were an unquestioned success, it quickly became apparent that the way Arby's was listening to customers had become outdated. A general lack of enthusiasm and increasingly obvious disconnects between KPIs and the newly-designed experience bred uncertainty around data integrity and the associated insights. As a result, the company was getting very little value out of the program.

The Impact

With strategic guidance from InMoment, Arby's upgraded its guest listening technology and made broad changes in its practices, from the questions they asked, to the metrics they considered. In addition to collecting customer feedback, InMoment

also ingested and analyzed the company's operational and audit data.

InMoment applied prescriptive analytics to these important data sources to automatically focus managers on specific improvement priorities for each location. A proprietary algorithm prioritizes these points based on greatest return on investment versus simply on volume or lowest scores.

In just eight months, Arby's restaurants saw a significant increase in all key metrics, including a 34% increase in Overall Satisfaction. All key driver indicators also rose including 33% in Friendliness, 22% in Product Quality, 22% in Cleanliness and Facility, and 19% in Speed of Service.

The following year, Arby's revenue grew by nearly 4 percent after 25 consecutive quarters of same-store sales growth. While many restaurants are challenged by soft consumer spending, Arby's is achieving new heights through its thoughtful and disciplined approach to evolving the business around the customer.

What's Next

Arby's continues to see significant growth across key markets and revenue as it listens and responds to customer feedback. Through consistently aiming to put the customer at the heart of the business, Arby's will persist in rising above the challenges of the industry through its insightful and genuine approach.

SUMMARY

- **Analyzing third-party audit data highlights business impact**
- **Prescriptive guidance and priorities delivered per location**
- **34% increase in OSAT; marked increase in all key drivers**
- **Revenue growth of 4% the year following partnership with InMoment**