



# How InMoment Helps Food Service Brands Improve the Guest Experience

InMoment partners with leading brands in the food services industry, providing them with the insights they need to keep up with—and wow—their ever-evolving guests!

The InMoment Experience Improvement (XI) Platform combines data from everywhere, industry-leading technology, and expert-driven services to deliver actionable intelligence that drives positive experiences and revenue. Want some more specifics? Here are a few innovative use cases from our rockstar food services clients:

## Maximizing Program ROI

By bringing together audit and guest feedback data, one of America's largest fast casual restaurants knows exactly what to do to meet operational and customer expectations. InMoment's prescriptive analytics engine takes into consideration both guest experience and audit score, and automatically generates priorities tied to the greatest return on investment so the brand knows where it should put more time, energy, and effort (e.g., friendliness, food quality, accuracy, speed of service, or cleanliness). After implementing these data-driven improvements, restaurants saw a significant increase in all key metrics in just eight months:

- **+34% in OSAT**
- **+33% in Friendliness**
- **+22% in Product Quality**
- **+22% in Cleanliness and Facility**
- **+19% in Speed of Service**
- **+12% in Closed-Loop Efforts**
- **+3% in Order Accuracy**

## Customer Loyalty + New Revenue Generation

A national quick service chain analyzed OSAT score for frequent guests (more than eight visits/month) and infrequent visitors (once per month), and found satisfaction scores drop over 25 points for infrequent visitors. Focus areas were chosen based on what infrequent visitors mentioned as issues most often in their responses. InMoment ran a linkage analysis for the company and identified \$13M in potential revenue across 550 locations by improving the experience for infrequent guests—getting them in the door just one more time each year.

## Branding and Employee Engagement

Pizza Hut asked a single open-ended question to its employees: Tell us a story about a great moment you've had working at Pizza Hut. The result was 40,000 responses and paragraphs of unfiltered stories. Not only was this feedback integrated into the brand refresh, it also inspired Life Unboxed, a global people platform that provides 300,000 team members with programs, benefits, and other opportunities to grow inside and outside the workplace. As of this year, Life Unboxed has resulted in a 10% to 70% drop in turnover among participating locations. And considering it costs an average of nearly \$3,500 to replace a \$10/hour employee, the cost savings are substantial.

## Marketing and Messaging

A popular fast casual restaurant had a lot of noise (data), but not much signal (intelligence). They were able to clean house by slashing the length of their survey, and focusing the questions and analysis on two things: gaining a deep understanding of the customer and connecting that understanding to business outcomes. The outcome: re-focusing operational efforts back to the brand promise and customer expectation—great food. This notion held true regardless of country or culture, and allows for consistent, battle-tested messaging and marketing resources.

To learn more about what InMoment's solutions can do for you,

schedule a customized strategy session at [www.inmoment.com/demo](http://www.inmoment.com/demo)

