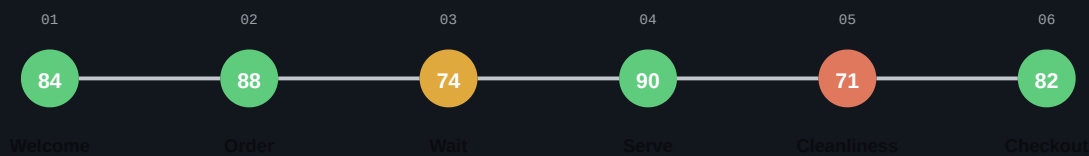


The brand promise, checked one visit at a time.

A fast-food chain measured the real guest experience across 40 locations, through anonymous mystery-guest visits. Same sign over the door, very different experience inside.

THE GUEST JOURNEY, AVERAGE SCORE BY STAGE



THE CHALLENGE

The sign is the same. The experience is not.

A fast-food brand lives on consistency, fast, correct, clean, friendly, every time. But from head office, the experience in each location is invisible. Averages hide the outliers, and a single bad visit costs a customer for good. The question was direct: does every location actually deliver the promise, and where does it break?

WHAT WE MEASURED

One experience score, six dimensions of the visit.

Trained evaluators visited as ordinary guests, unannounced, and scored the same defined checklist every time, so results are comparable across locations and over time.

25%

Speed of service

Time from queue to receiving the order.

20%

Order accuracy

Order received exactly as placed.

20%

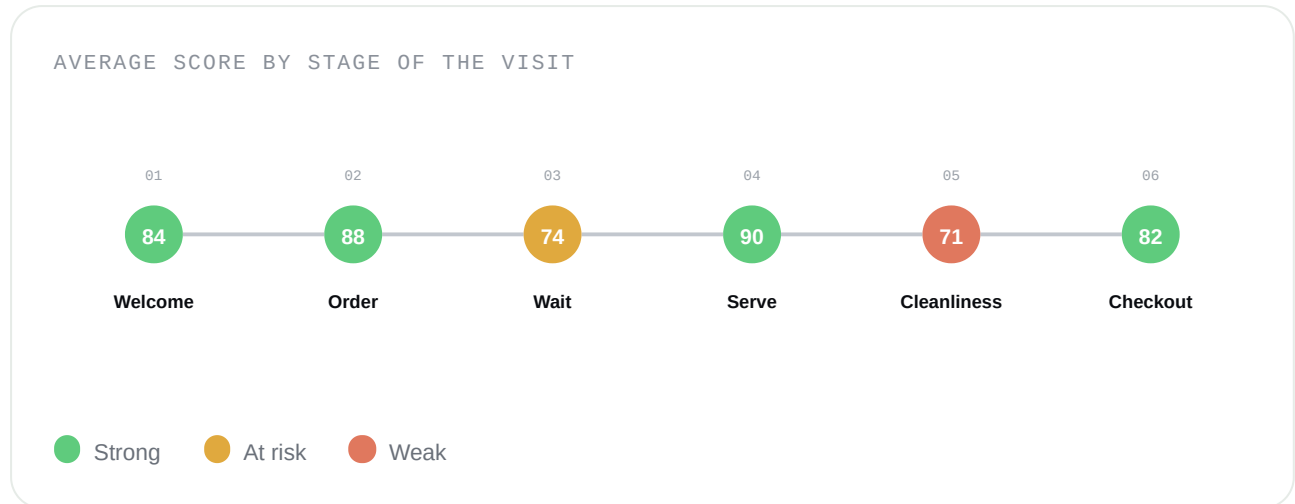
Cleanliness

Dining area, counters and restrooms.

Experience Score = weighted average of speed, accuracy, cleanliness, welcome, product and brand standard

Where the visit is strong, and where it drops.

Read stage by stage, the average visit is welcoming and the food is good, but two moments pull the whole experience down.



Cleanliness at 71 and the wait at 74 are the two soft points of the journey. The welcome, the order and the product are consistently strong, the brand is winning the moments that build loyalty, and losing the ones that break it.

The six pillars, ranked.

EXPERIENCE SCORE BY DIMENSION, WITH WEIGHT

Speed of service

Weight 25%



Order accuracy

Weight 20%



Cleanliness

Weight 20%



Welcome and attitude

Weight 15%



Product quality

Weight 15%

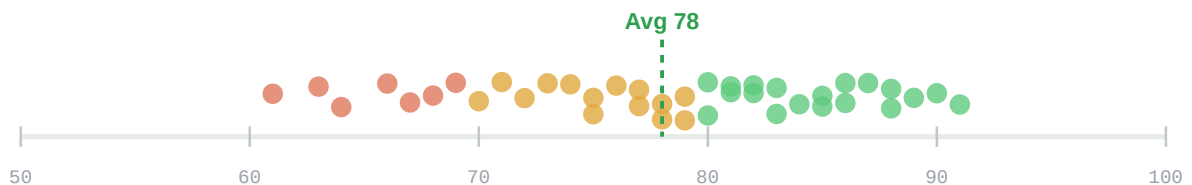


Brand standard

Weight 5%



EXPERIENCE SCORE BY LOCATION, 40 SITES



A 30-point spread separates the best location from the worst. The average of 78 is healthy, but seven locations sit below 70, and they are where guests are quietly lost.

Five findings from 40 visits.

30 pts

BEST TO WORST LOCATION

Consistency is the real issue. The average is healthy at 78, but the gap between the best location at 91 and the worst at 61 is where the promise breaks.

71

CLEANLINESS, WEAKEST
PILLAR

Cleanliness is the soft spot, with restrooms the most common miss. It is also the fastest to fix with a routine.

3x

WAIT TIME RANGE

Speed swings threefold, from just over two minutes to more than six, and the slowest visits cluster at peak hours.

88%

ORDER ACCURACY

One order in eight is wrong, usually a missing item or modifier, an easy loss to prevent with a final check.

90

PRODUCT QUALITY

Welcome and product are the strengths, consistent across locations. The brand builds loyalty here, and should protect it.

Close the gap the guest actually feels.

Put a cleanliness routine on the weakest locations

Restrooms and dining area on a timed check, focused on the seven sites below 70, the fastest win.

Staff and prep for the peak

The threefold wait swing is a peak-hour problem. Match rota and prep to the rush where speed collapses.

Add a final accuracy check at handover

One in eight orders is wrong. A quick confirm step at the pass removes most missing items and modifiers.

Protect the strengths, welcome and product

These build loyalty and are already consistent. Keep the standard, and make the strong locations the template.

The golden rule. A brand is not its average, it is its worst visit. Measuring the real experience, location by location, is how consistency stops being a hope and becomes a number you can move.