

The "Restaurant Operations - Customer Experience" Gap

Restaurant chain operators are struggling to translate ops strategy into consistent customer experiences



Many restaurant operators struggle to effectively roll out operating procedures, food safety protocols, new promotions and other initiatives. Somewhere between designing procedures and delivering consistent customer experiences, "last mile" execution in the field and in each store or restaurant location is often falling short.

Here's a look at where operators are struggling, and leaping ahead.

There's a last-mile execution gap...



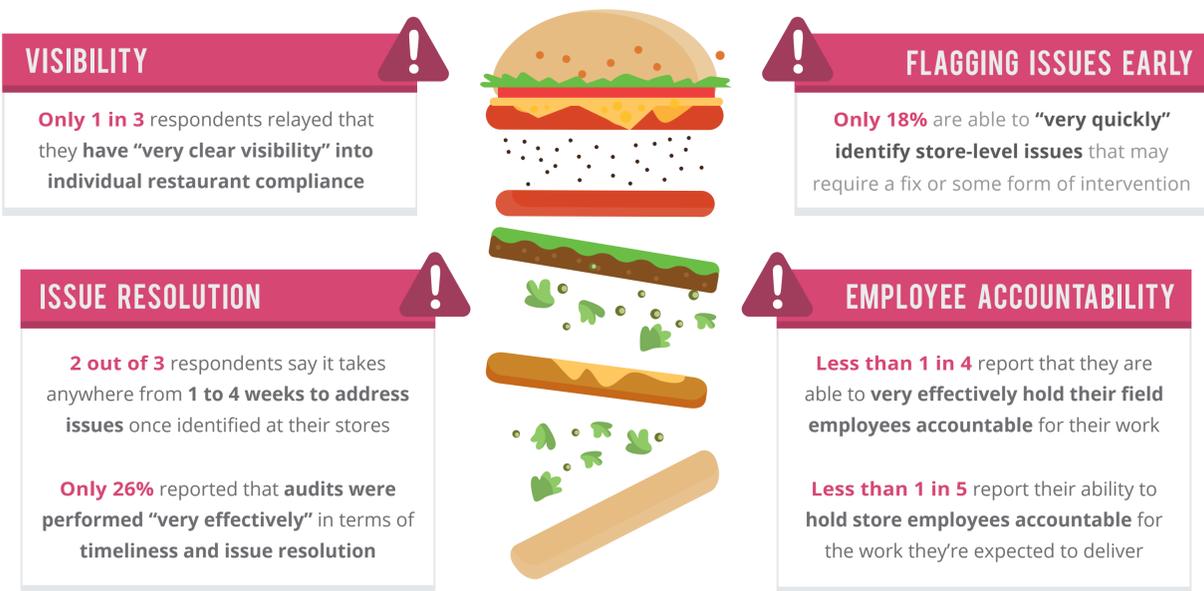
Where is operations execution getting tripped up?



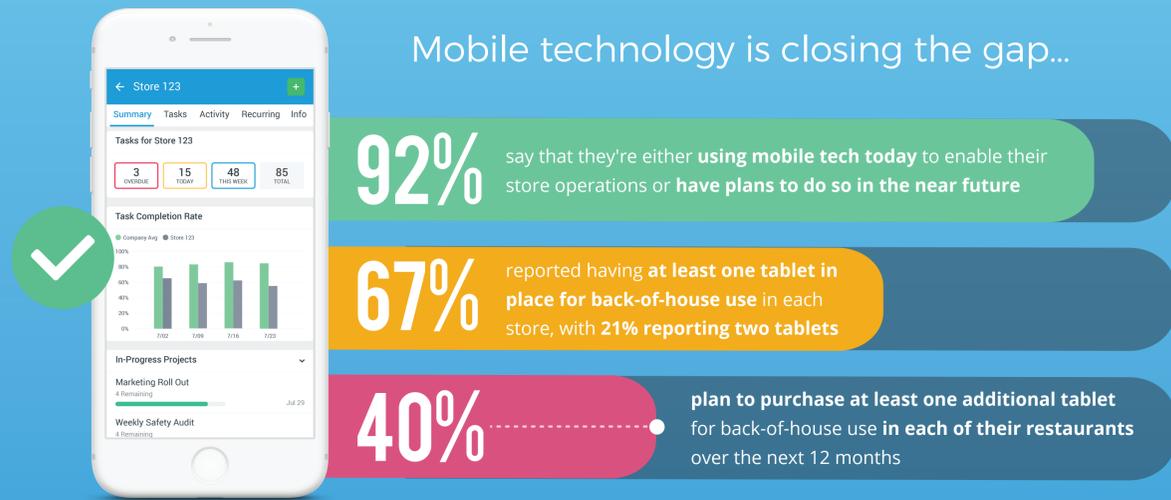
Very few operators are confident that all of their stores are complying with key protocols and initiatives. **Here's the number of operators who say more than 95% of their stores are in compliance (by initiative):**



Why are restaurant operators falling down?



Mobile technology is closing the gap...



Top 3 areas where corporate brands and franchisees plan to invest in mobile the next 12 months:

CORPORATE BRANDS	FRANCHISEES
1) Store tasks and audits	1) Employee training
2) Inventory tracking	2) Audits
3) Temperature reads/monitoring	3) Inventory tracking

About This Research

The survey was conducted by Zenput in September 2018.

There were 87 total responses with 66% of respondents from franchisee organizations, and 34% from corporate brands in roles spanning the C-suite, operations, regional management, and IT.

49% of respondents identified themselves as working for a QSR organization, 29% for fast-casual, and 21% for casual dining.

About Zenput

Zenput helps make great customer experiences happen. Restaurants and other retail chains use Zenput to see inside and improve the operations of every location. By making it easy to roll-out, track and enforce compliance with operating procedures and key initiatives, Zenput helps operations leaders who are collectively overseeing 40,000 locations across 35+ countries collaborate more effectively with employees in the field and in their stores to improve performance and exceed customer expectations.