# The "Restaurant Operations -Customer Experience" Gap

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



**CUSTOMERS** 

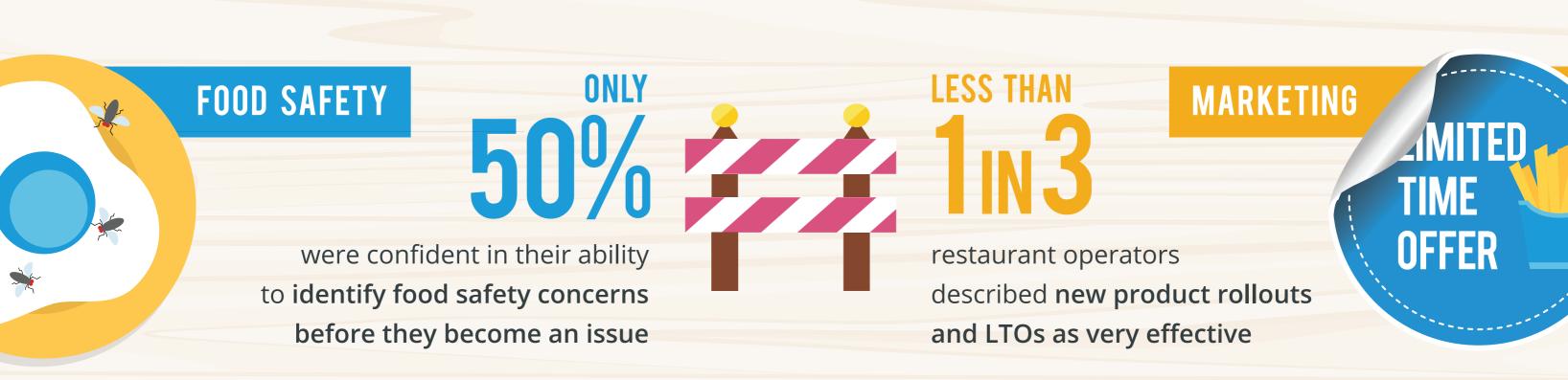
field and in each store or restaurant location is often falling short.

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

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

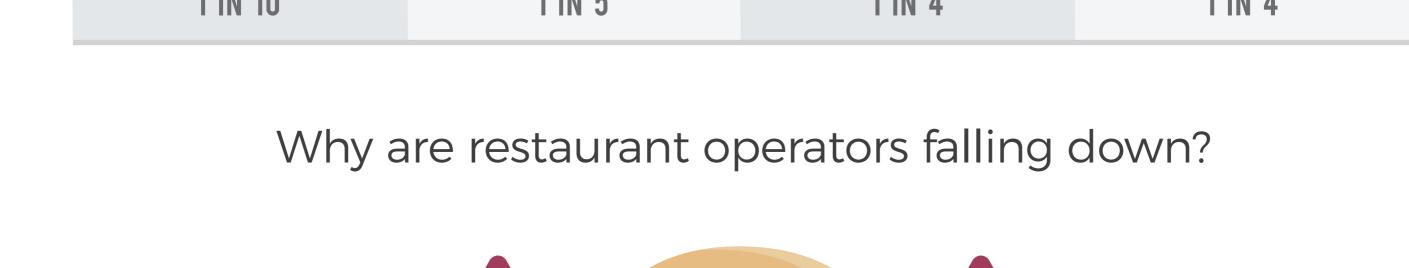


#### Where is operations execution getting tripped up?



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):





### **VISIBILITY**

they have "very clear visibility" into individual restaurant compliance

Only 1 in 3 respondents relayed that

# **ISSUE RESOLUTION**

**issues** once identified at their stores Only 26% reported that audits were

performed "very effectively" in terms of timeliness and issue resolution



## FLAGGING ISSUES EARLY

Only 18% are able to "very quickly" **identify store-level issues** that may require a fix or some form of intervention

## 2 out of 3 respondents say it takes

anywhere from 1 to 4 weeks to address

## EMPLOYEE ACCOUNTABILITY Less than 1 in 4 report that they are

able to **very effectively hold their field employees accountable** for their work

hold store employees accountable for the work they're expected to deliver

**Less than 1 in 5** report their ability to



say that they're either **using mobile tech today** to enable their

Mobile technology is closing the gap...

store operations or have plans to do so in the near future reported having at least one tablet in

place for back-of-house use in each

store, with 21% reporting two tablets

plan to purchase at least one additional tablet for back-of-house use in each of their restaurants

over the next 12 months

**FRANCHISEES** 

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



## **About This Research**

**CORPORATE BRANDS** 

The survey was conducted by Zenput in September 2018.

There were 87 total responses with 66% of respondents from

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.

franchisee organizations, and 34% from corporate brands in roles

**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.