

DIGITAL QSR PLAYBOOK

Are your QSR customers hungry for a better digital experience?

How to create loyalty and customer-centricity with your digital products

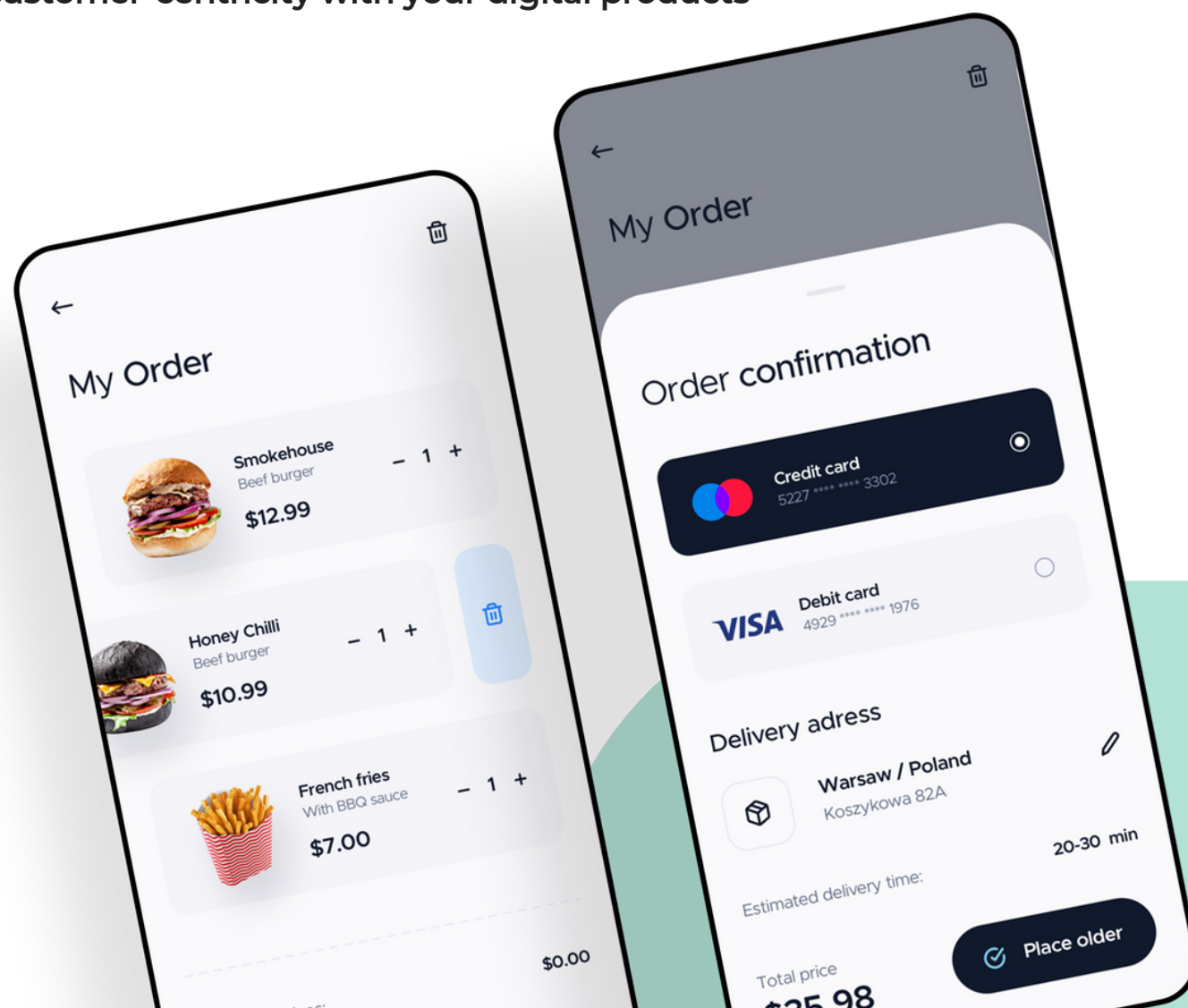




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A healthy bottom line for digital delivery and takeout

Once upon a time, the QSR experience was almost entirely in-store—and loyalty was earned with great customer service. In a pre-pandemic world, 80% of QSR dining took place on-premise.

But when dine-in shut down, digital became a necessity as customers craved familiar tastes. Many sought out their favorite brands, then looked for a way to order. Some diners turned to variety and choice—choosing DoorDash, UberEats, or Grubhub to get their next email. Others turned to their favorite QSR brands, and in turn, branded mobile app downloads skyrocketed in the year of lockdowns and social distancing.

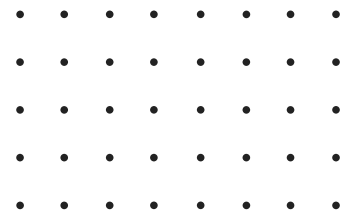
Fast Fact

According to a recent survey, almost 80% of existing digital delivery/takeout QSR customers plan to continue ordering at the same frequency—whether there's a dine-in option or not. This is actually great news for QSR bottom lines. It turns out that customers ordering via digital spend more per meal. The reason?

Digital-first diners feel less rushed and have more time to leisurely browse the menu and change or add items.

As consumers devour digital services, QSRs are doubling down on loyalty

Today, with the recovery underway, QSRs stand once again at a crossroads. Demand for apps has skyrocketed as digital restaurant orders grew 124% year-over-year. Many have succeeded in taking full control of the digital customer journey with their own branded apps. It's up to QSRs to maintain this momentum, continuously improving their app experiences to drive greater loyalty and ensure repeat business.



Which QSRs have the winning apps?

While many new customers downloaded branded QSR mobile apps last year, some major players have been competing on digital customer experience for some time. Here's a take on who's getting it right:



Starbucks

One of the pioneers in mobile apps, Starbucks' mobile app was actually the most popular payment app until ApplePay surpassed it. This wildly popular app places loyalty and its rewards front-and-center from a design perspective. The app also enables in-app drink customization and order in advance for faster in-store pickup.



Chick-fil-A

Chick-fil-A provides app users with an aesthetic and digital customer experience that actually mirrors the in-store experience. Their app is tightly integrated with the company's tiered membership program, and enables diners to earn loyalty points by paying directly through their app account in-store, scanning a QR code in-store or after takeaway/delivery, or via in-app ordering.



Subway

Subway's app also reflects the company's key brand promises: speed, efficiency, and personalization. The app is designed for loyalty, granting diners 200 tokens for every \$2 they spend, and making it simple to track credits accrued. Smartly, the Subway loyalty program deep dives into personalization – notably offering special surprises for birthdays and other events.



Chipotle

As a strong dine-in brand, Chipotle realized the importance of delivery as an important alternative in the shadow of the pandemic. The company's app excels at easy-to-understand delivery status updates that can be easily shared via social media. The app's loyalty program is quite straightforward, too – 10 loyalty points for each \$1 diners spend.



McDonald's

The pioneer of QSR, McDonald's mobile app is solidly in line with the company's brand: streamlined, cost-effective, and fun. The interface makes ordering for in-house eating or takeaway easy, as well as delivery. And the company's newly-launched loyalty program enables diners ordering food via the app (or scanning via the app in-store) to accrue points that can be exchanged for free menu items.



Burger King

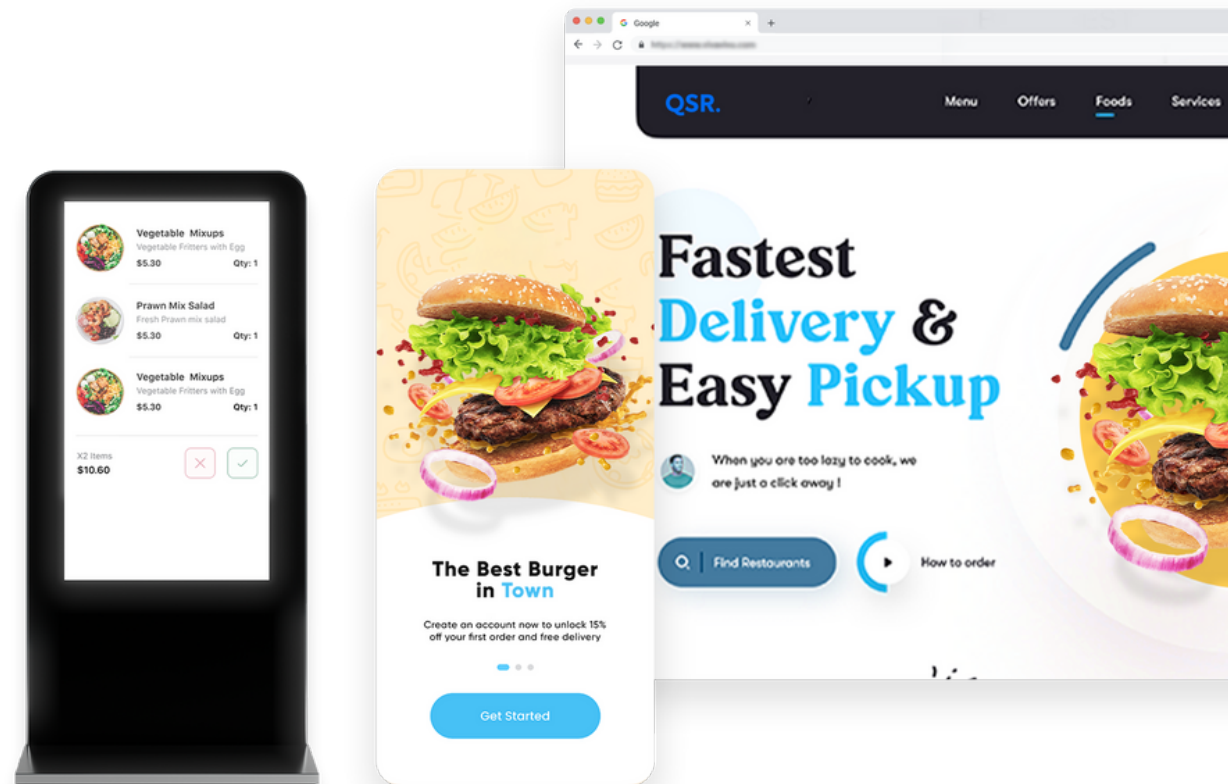
The recently revamped Burger King app is designed to help diners find the deals and the tastes they're looking for. The easy-to-navigate menu structure drives diners to personalize their food and the in-app experience. And they've got the basics squarely covered, too – with a built-in restaurant locator and an industry-standard loyalty program.

Four questions QSRs should ask to build digital experiences that drive customer loyalty

With digital customer experience at the forefront of building loyalty and ensuring repeat business, QSRs are taking a deep dive into their digital customer journeys and branded mobile apps.

But beyond app reviews and ratings, many still lack visibility into what's working or not working on their app experiences, or how to prioritize what's going to drive the needle on conversion, revenue, and repeat business.

For leaders in mobile product, UX, and engineering, here are four critical questions to ask to ensure you're able to continuously optimize your digital experiences with speed and confidence:



01. Do you have unified visibility into the customer experience across the web, native app, and kiosk?

Your web team and your mobile team can't be siloed when designing a great digital customer journey. But because websites and mobile apps have inherently different architectures, analytics tends to focus on measuring "pages" whereas mobile apps measure "views." This traditionally required teams to make accommodations in reporting and define traffic differently across devices.

To give your teams visibility across the digital experience, choose an analytics solution that tracks and measures the entire digital customer journey, from web, native app, kiosk, to digital menu.

Tech Requirement

Ability to automatically capture customer signals on your website, native mobile app, menu board, and kiosk—every tap, click, and scroll—without constantly deploying code-level configurations every time you push a new version?

02. Are you proactively listening for customer friction after every new release?



To build loyalty via the digital experience, you'll need to understand every aspect of the customer journey. With always-on AI-driven anomaly detection, you can proactively monitor digital signals that indicate customer friction, whether it be a UX design issue or a technical error.

Tech Requirement

You're able to proactively detect behavioral and technical anomalies that indicate customer friction—like rage clicks and taps (multiple tapping in the same area), 404 errors, app suspends, long-running spinners, and more?



Examples of digital signals that can indicate customer friction

Behavioral friction 	Technical friction 
Rage clicks	404 errors
Rage taps	JS errors
Slow navigation	API 500s
Rapid scrolling	App crashes
Back button usage	App suspends
	Long running spinners

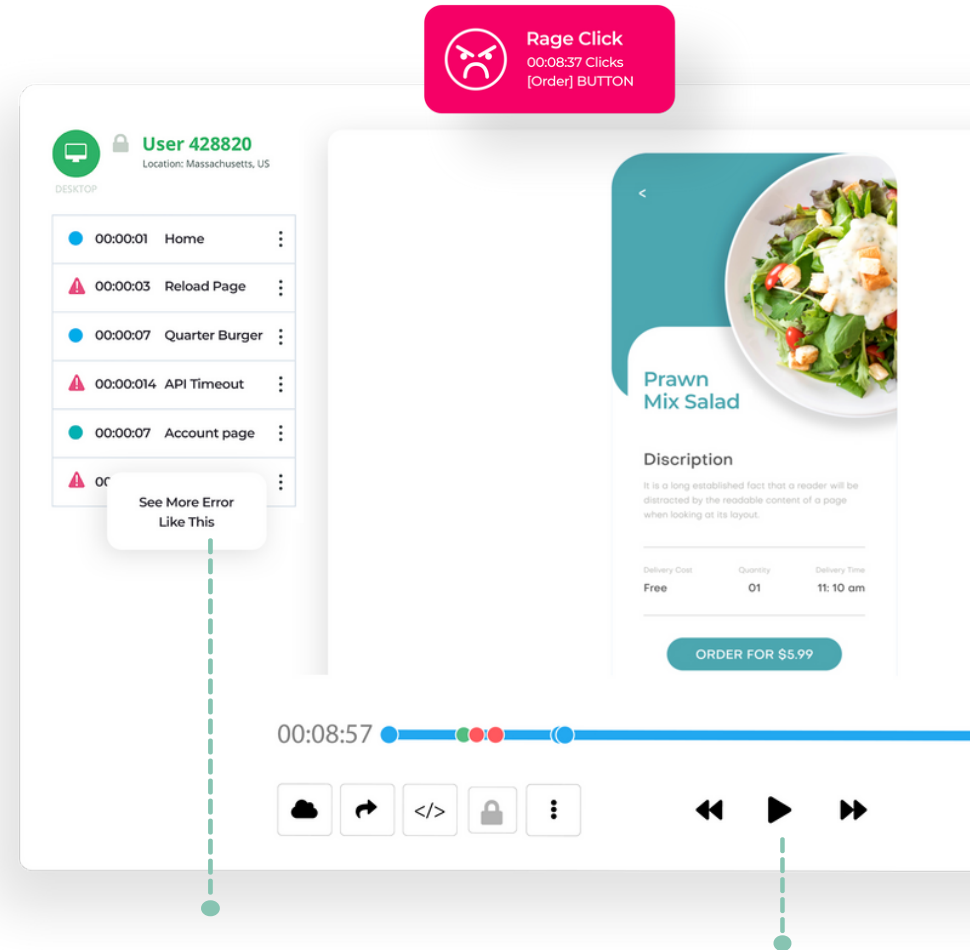
03. Can you cultivate digital empathy with observation at scale?

When guests are dining in store, it's easier to observe diners, respond to their needs, or identify any frustration.

But how do you cater to guest needs the same way on digital? Teams need to be able to cultivate empathy, but at scale and across an enormous volume of visitors.

Tech Requirement

Frustration alerts link to replay of your diners' web and app sessions to observe their interactions, where they fail, what causes their frustration. You can connect this observational insight to every customer who leaves you feedback, and can you quantify how many other customers had that exact same experience.



Quantum Metric's 1-touch quantification helps digital teams instantly quantify total user and business impact from any one single piece of feedback or customer session.

04. Can you make data-driven decisions on which new features and enhancements to prioritize?

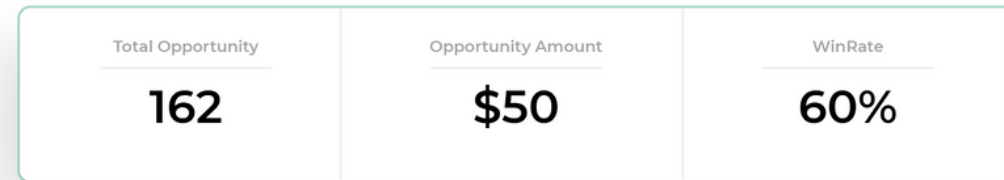
Maintaining and constantly improving the digital customer experience will always require more resources than you have. So it's critical to prioritize what to build next with data, not just your product team's hunches, and executive escalations, or the noisiest customer segments.

Product, development, and customer experience teams need the ability to instantly size up problems, put them in context with other needs, and prioritize limited resources and time.

Tech Requirement

You're capable of automatically quantifying digital optimization opportunities across all your digital applications, not just based on the volume of instances but based on the revenue impact of each issue and opportunity.

Opportunity Dashboard



Opportunity WinRate



CASE IN POINT

A global QSR powerhouse systematically identifies and reduces friction points, increases conversion

“ Being able to dissect our API calls and have a platform that showcases both behavioral and technical details blew us away. We’re more and more impressed with Quantum Metric every day.

One of the largest QSRs on the planet, serving more than 50 million customers every week, was gearing up for locations to re-open during the summer of 2020. The company wanted to retain and grow the share of diners ordering online.

This QSR chose Quantum Metric to analyze and improve site performance, and optimize its digital customer experience. Quantum Metric helps the company identify friction points, iterate corrective version releases faster, and more effectively prioritize these releases.

With automatic friction detection and quantification, this QSR was able to:

20% ↓

Identify rage clicks that were causing a nearly 20% drop in conversions



Detect a sales promotion API error that was causing widespread customer dissatisfaction

50% ↓

Identify possible frustration that resulted in a nearly 50% drop in promotion code conversions

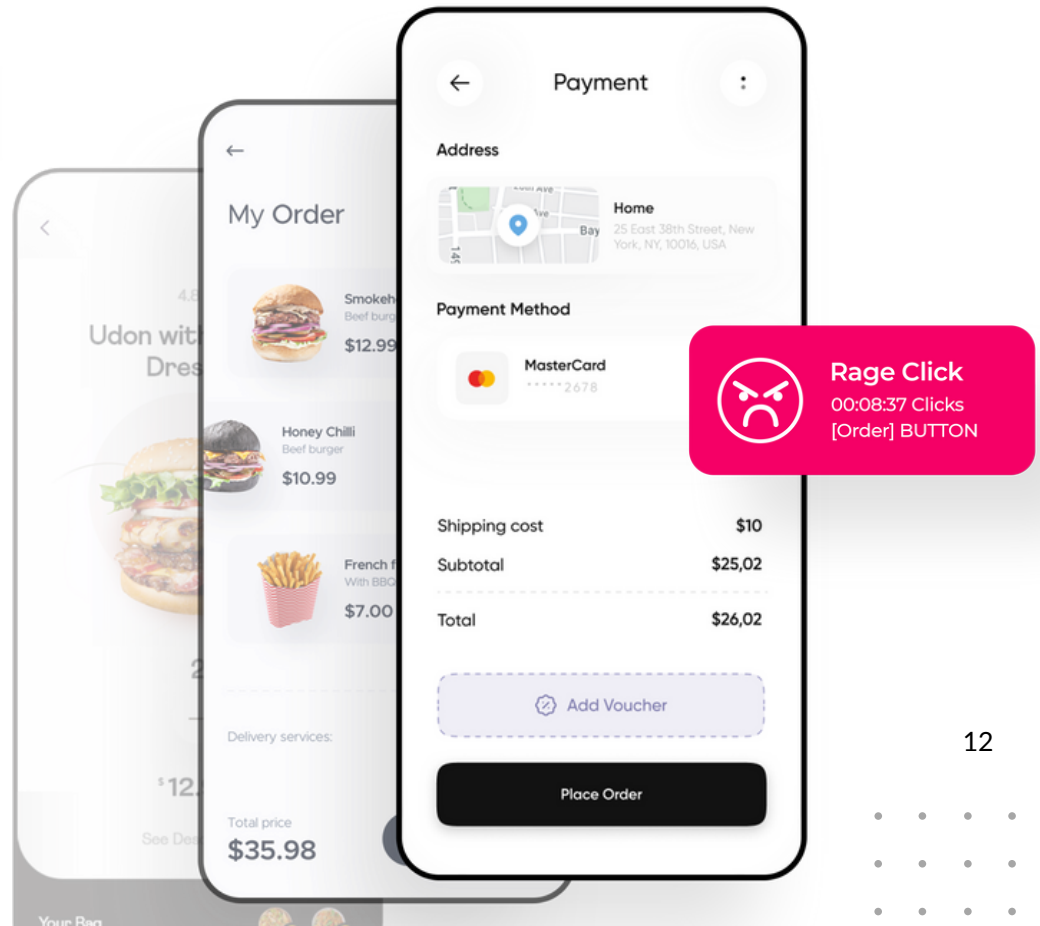
8%



Lift conversion rates by almost 8%



Using Quantum Metric, this quick service restaurant leader discovered that its diners were encountering multiple page-level friction points that were impeding their ability to order and redeem high-profile promotions—and negatively impacting revenue.



How Quantum Metric can help

With Quantum Metric, digital teams can increase conversion and revenue, improve the digital customer experience, and grow customer loyalty.

Get business, behavioral, and technical data—across the website, mobile applications, and kiosk—in one platform.

Why Quantum Metric?

It works

Capture behavioral, performance, and business-level data out of the box with a simple Javascript tag or lightweight SDK. Once deployed, no code-level configuration is required. Be up and running in hours, not weeks.

Automated friction identification

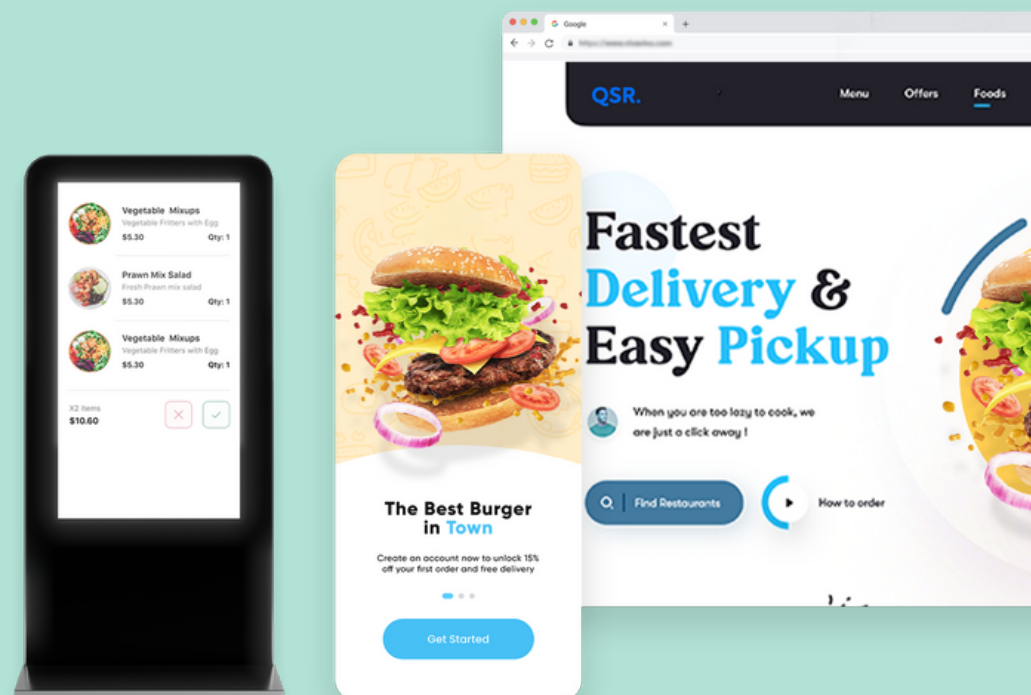
Detect and alert on customer frustration in real-time. More than 60 out-of-the-box experience indicators help you easily identify friction points and technical errors.

Qualitative and quantitative insights for every team

Get analytics, session replay, performance monitoring, and alerts all in one platform, for mobile, web, and kiosk. Correlate engagement, friction, technical errors, and customer feedback to business impact.

Security and performance isn't optional

Across both web and iOS/Android applications, we take performance seriously. Our low-impact JS tag and lightweight SDK means that there'll be no perceivable impact on your customers.



[Ready to learn more?](#)