

The restaurant executive's guide to driving mobile app adoption, usage, + revenue

3 trends to track + 3 actions to take for your mobile customer engagement strategy

The QSR mobile app market is crowded, competitive, and rapidly evolving. Brands must keep pace with consumer behavioral trends and perceptions across digital touchpoints. Informed by 5+ years of CX research and app adoption trends, this brief breaks down what today's restaurant customers expect from their mobile experiences, how brands are innovating to deliver, and which guardrails to put in place to deliver a seamless cross-channel experience.

Here's what we learned. >>

FOR THE C-SUITE

While there's been a sharp uptick in consumer adoption of restaurant apps in recent years, more than a third of users have not placed an in-app order in the past month.

As more brands make headlines with app-exclusive menu items + promotional campaigns, a longer term strategy focused on user experience and customer engagement metrics must be in place to ensure your app delivers ROI.

Brands that stand up active and passive feedback channels at this pivotal touchpoint will be better positioned to take a customer-centric approach to innovation.

METHODOLOGY

Longitudinal study

- 2017
- 2021
- 2022

Brands included



2022 feedback + behavioral data from

8,000+
RESPONDENTS



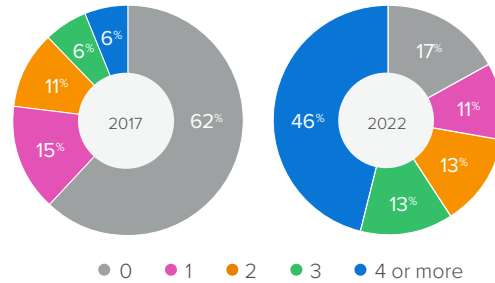
TREND #1

QSR mobile app adoption continues to rise, but brands must focus on driving usage.

While 83% of consumers have at least one restaurant app installed, more than 1 in 3 said they haven't used an app to place an order in the past 30 days. To evolve from novel touchpoint status, QSR apps must offer their own value proposition that aligns with your brand's customer experience and enhances it in tangible ways.

Restaurant app adoption has increased significantly over the past 5 years

How many restaurant apps do you have installed on your mobile device?



TREND #2

Brands are finding innovative ways to convert downloaders into repeat users.

App-exclusives have proven especially effective when it comes to driving downloads + initial trial. But to drive long-term engagement, brands must focus UX efforts on user preferences when it comes to placing, customizing, and receiving orders—and use loyalty programs to inspire repeat in-app purchases.

QSR customers turn to mobile apps for convenience, rewards, + contactless experiences

Why did you download the fast-food restaurant apps?

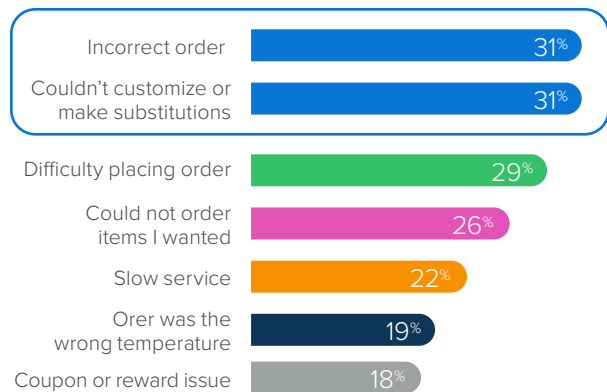


TREND #3

QSR app users cite inaccurate orders, lack of customization options, + limited menus as top complaints.

While 43% of respondents rate the app ordering experience as better or much better than ordering in-person, 13% rate it worse or much worse. For respondents who reported being unlikely or highly unlikely to reorder through the app, the top 2 issues cited were inaccurate orders and the inability to make customizations or substitutions.

Issues Experienced by Users Who are Unlikely to Reorder Through the App



CASE STUDY

Engage customers on their terms with in-app feedback channels

By integrating customer experience surveys into its native mobile app, a global brand saw:

- ▶ 5x increase in global sample size
- ▶ More representative mix of satisfied vs. highly satisfied customers
- ▶ Transaction-level financial linkage revealing root causes of dissatisfaction + related impact on average spend



Engage customers on their terms with in-app feedback channels

OPPORTUNITY

With a massive global reach and growing customer behaviors, a convenience store brand needed to revolutionize its approach to gathering customer feedback. The brand had seen a steady increase in mobile usage over the past decade—with 2 out of 3 customers using the company's survey on a mobile device.

While the brand had made significant investments in its mobile app—including the ability to integrate transactions in-store or at the pump—capturing user feedback remained a challenge due to an outdated + static integration, leading to only 1% of responses coming from app users.

The brand knew an updated integration would allow them to:

- 1 Enhance the survey UX to capture larger + more representative feedback rates

2 The brand had completely transformed by the response rate, which had been stagnant, and now was doubling in volume. The data and insights that were available to further refine customer needs.

3 CUSTOMER EXPERIENCE MANAGER

Get Full Case Study >

3 actions to take now

- 1 Map out customer journeys** and audit related operational workflows—making sure to address the friction point of digital guests intersecting with in-person guests. It's this transition from the digital experience to the real-world experience that's leading to execution issues around accuracy, speed, and temperature.
- 2 Integrate channels for active + passive user feedback.** Without embedded customer listening posts, UX issues will remain invisible—and frustrated users will quit using your app before giving it a second chance.
- 3 Continue offering in-app loyalty rewards** to drive usage and get richer customer insights with transactional and behavioral data. If downloads plateau, consider app-exclusive LTOs + promotions.

Accelerate your growth with enhanced app experiences

Partnering with >50% of NRN's Top 50 Restaurants, SMG's unique software with a service approach combines in-app feedback capabilities with professional services to help brands turn user experience data into real-world improvement strategies.

Learn More >



About Service Management Group

SMG inspires experiences that improve people's lives. We are a catalyst for change—helping organizations generate new revenue, grow existing revenue, reduce churn and detractors, and drive operational efficiencies. Our unique software with a service (SwaS) model puts a dual focus on platform technology and professional services, making it easy for brands to activate insights based on customer, patient, and employee feedback. To learn more about our customer, employee, and brand experience management (XM) solutions, visit www.smg.com.