

# CASE STUDY: QSR (PIZZA OUTLET) MYSTERY SHOPPING PROGRAM TO MEASURE CUSTOMER SATISFACTION



The client is a famous **Pizza Outlet** offering pizzas, pastas, desserts and more with over 1200 outlets across India.

- BARE started a partnership with the client in January 2019 with the **Mystery Visit Program** and has completed almost 304 evaluations so far, and still counting.

## THE PROJECT

304 outlets across  
India

### Mystery Dine-In Visits

- Understand the product quality variance.
- Ascertain the quality of the food served in terms of freshness, portion size served, consistency, etc.
- Ensuring proper order processing and service time.
- To identify any operational gaps.

## THE SOLUTION



### Mystery Visits

- Measuring the performance of the outlets on key touch-points.
- Adapt the survey and requirements towards food quality, taste, service time and recommendation.

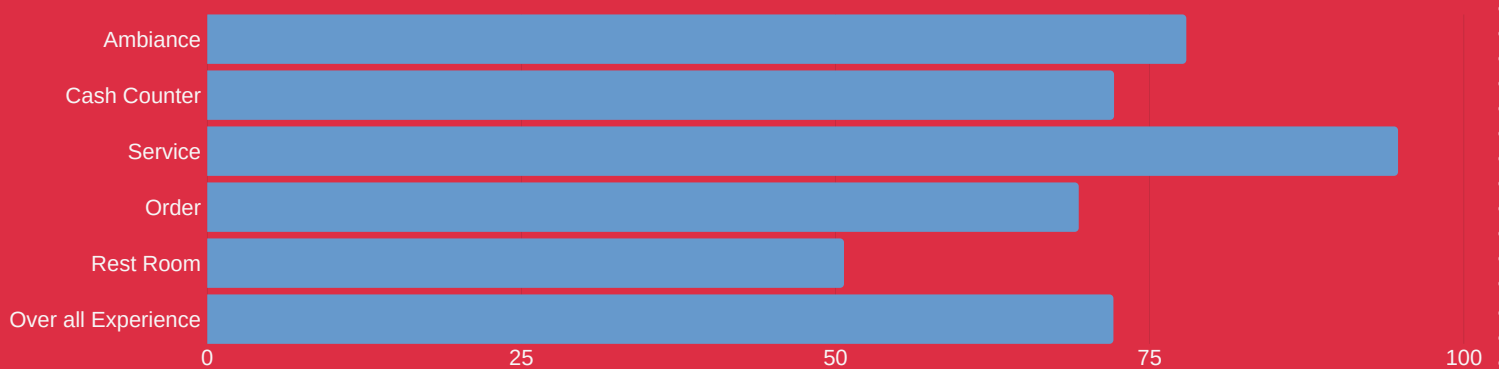


### Customer Satisfaction

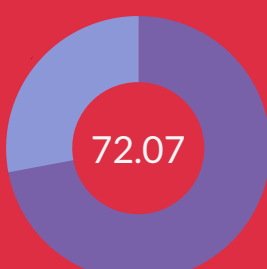
- Learn what your target group expects from the brand

## THE RESULT

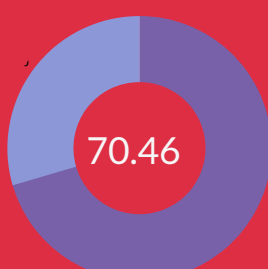
- By extracting the reports and analysis of the evaluations, we got an in-depth view of the operational gaps that helped in understanding and improving the future Customer Experience:



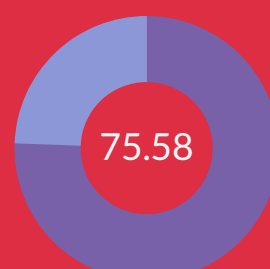
- Continuous Mystery Evaluations helped enhance the Customer Experience Management and in-turn increase the overall score of the evaluation.



Q1  
2019



Q2  
2019



Q3  
2019

- The overall BARE Mystery Shopping Program gave the client a wide and clear insight into their own operational system, helping them further enhance the Customer Experience score.