



# MOOD:

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## IMPROVING THE QSR CUSTOMER EXPERIENCE

Every restaurateur knows that success is entirely dependent on the opinions of their customers, which makes now the best time to focus your efforts on customer experience enhancement.

Today's savvy customers are far less concerned with the latest and greatest marketing campaigns. Instead, they weigh their favor based on the actual services they receive. Also, the prevalence of social media and peer review sites makes it far easier for them to share their experiences with others, whether positive or negative.

That feedback can make or break a QSR business, which means restaurant owners must increase their customer experience enhancement efforts to increase customer retention, and inspire brand loyalty.

Delivering a high-quality customer experience drives engagement and generates recommendations and referrals – and in today's competitive market, word of mouth can carry quite a bit of weight. Protect your reputation and inspire customer loyalty by following these guidelines for customer experience enhancement.

Your customers' lives are continually evolving – to keep up, you need to keep in touch. Maintaining an open dialogue via several social media channels and customer surveys will help you keep a finger on the pulse of your business's lifeline.

Many QSRs get distracted by the latest and greatest promotions or products instead of focusing on what they already do well. Strengthen your brand image and customer experience by concentrating your efforts on those points which set you apart from the rest, and you'll create a competitive advantage.

Know Your Customers. Your customers' lives are continually evolving – to keep up, you need to keep in touch. Maintaining an open dialogue via several social media channels and customer surveys will help you keep a finger on the pulse of your business's lifeline.

Focus on Your Strengths. Many QSRs get distracted by the latest and greatest promotions or products instead of focusing on what they already do well. Strengthen your brand image and customer experience by concentrating your efforts on those points which set you apart from the rest, and you'll create a competitive advantage.

## CONTACT

To find out more on how Mood Solutions can help you improve the QSR experience, contact us at:

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[moodmedia.com](http://moodmedia.com)

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**Empower Your Employees.** Properly trained employees contribute to an excellent customer service experience. Ensure your QSR staff is focused on customer experience enhancement by empowering them with clearly outlined expectations and procedures. Employee contact with customers is a crucial factor in providing superior service, so make sure your staff is motivated to succeed.

**Be Unique.** Your brand personality should shine through every moment of the customer experience. Your in-store environment should reflect your business's unique character - from background music to visual displays, from service to menu items, every moment of customer interaction should reinforce your chosen brand image.

**Create an Engaging Environment.** A memorable experience is one which personally engages a customer. Subtle engagement of a customer's senses will create an emotional bond. The sight or smell of freshly prepared food and beverages, the use of distinctive décor or an extra flair for personal interaction (such as a sincere greeting, or thanking the customer by name) are all excellent ways to inspire customer loyalty.

Lastly, a focus on customer experience enhancement would not be complete without asking your customers for feedback. Whether positive or negative, providing a simple and effective way for customers to communicate what's working (or what isn't) will go a long way towards helping you improve your quick-service business.

For more information on customer experience enhancement and increasing loyalty and retention within the QSR industry, contact the experts at Mood Media today.

