

PROGRAM CASE STUDY

Quick Service Restaurant Guest Experience

Improving Guest Experience Scores with the Aid of an EcoSure Partnership

Guest experience is the top priority of anyone in the service industry as it directly impacts customer satisfaction, loyalty and overall brand reputation. For quick-service restaurant (QSR) chains with thousands of locations across the United States, these impacts are exponential.

That's why one top-20, 2,000+ unit U.S. chain* chose to partner with EcoSure. The strategic alliance aimed to **foster a culture of food safety and elevate the overall service quality** by conducting unannounced food safety assessments and anonymous guest experience reviews. They measured success via Guest Experience survey metrics including drive-thru interactions, food quality and team member demeanor. Partners with EcoSure since 2022, this leading fast food chain relies on the program to ensure an unbiased evaluation of operations across their enterprise.

The custom EcoSure program is a **comprehensive, two-part assessment comprising anonymous visits followed by identified in-restaurant evaluations**. This approach emphasizes coaching management to improve performance. Notably, **22% of the total visit time is dedicated to reviewing the guest experience and fostering meaningful conversations with operators**.



22%

*Percentage of the total visit time **dedicated to coaching operators***

This coaching is key, because an EcoSure program is only the first step toward creating a company-wide culture shift. The success of the program is rooted in **creating and enhancing a culture of food safety through dedicated training, recognition and data-driven strategies**.

Using EcoSure data to identify and develop training opportunities, the QSR brand took action. They initiated the creation of an internal food safety newsletter, highlighting areas of opportunity identified through the program and **providing tips and learnings at regular intervals** to all staff across the enterprise. Additionally, by pinpointing any under-performing markets through EcoSure data, corporate targeted specific regions for in-person training sessions, providing hands-on coaching where it was needed most.

Finally, the units with strong EcoSure scores are rewarded for fostering a culture of food safety and brand excellence. This **recognition serves as motivation** for all restaurants to strive for high standards.

The implementation of the EcoSure program – and the internal training and recognition opportunities it has led to – has resulted in significant improvements in guest satisfaction scores, showcasing the program's impact on service quality across the enterprise. Among the notable improvements, **the chain received increases greater than 10% in three key guest experience metrics over the course of just 5 assessment rounds** (1 ½ years).

Improving these metrics, covering drive-thru interactions, food quality and team member demeanor, showcase the success of the EcoSure partnership in enhancing guest satisfaction. For this leading QSR chain, **EcoSure coaching and assessments is the first step toward operational excellence**. And by the looks of their improving guest experience scores: customers agree.

* As ranked by [QSR Magazine](#)



>10%

Increases in key guest experience metrics (drive-thru interactions, food quality and team member demeanor) over 1 ½ years of EcoSure program

Learn how an EcoSure program can help your organization.

Contact your EcoSure representative:

- ▶ **email:** ecosure@ecolab.com
- ▶ **visit:** ecolab.com/ecosure