

CUSTOMER EXPERIENCE INFORMATION, INSIGHTS & ACTION RESTAURANT INDUSTRY

Market Force Information, the leading customer experience information and insights partner for restaurant operators, provides crucial information and actionable insights into your brand's customer experience—that moment of truth when check size is influenced and loyalty can be won or lost. With years of experience assisting the quick service, casual and full service dining segments, we help you improve operational performance, increase frequency of visit and maximize sales.

More than simply a data provider, Market Force Information delivers a unique combination of customer experience information, insight and action. Our **OnSight** evaluation and action services utilize multiple methodologies to provide a complete picture of your guest experience, and we ensure promotional programs are executed properly through on-floor set up services. Our **InSight** solutions maximize the impact of customer information with rigorous statistical analysis highlighting actionable solutions and automated training and rewards programs that translate into immediate results. As the single source provider for these solutions, we are your critical link to patrons and your partner in maximizing their experience with your brand.

THE MARKET FORCE INFORMATION DIFFERENCE

- Breadth of solutions addressing your guest experience
- Industry expertise and shared best practices
- Proprietary data delivery technology that puts all your customer experience information into a single reporting platform
- Industry-leading insight and action solutions for more informed decisions based on the best collection of data available

BENEFITS

- Delivers actionable insights
- Pinpoints focus areas for greatest ROI
- Improves operational performance
- Aligns guest experience with expectations
- Identifies significant performance gaps and best practices
- Uncovers behavior patterns leading to revenue opportunities
- Tells a story that provides consultative recommendations



INTEGRATED SOLUTIONS DELIVERING A HOLISTIC VIEW OF THE GUEST EXPERIENCE

OnSight: Evaluations and Action

- Mystery Shopping
- Web and IVR Customer Surveys
- Pricemark price tracking
- Competitive Evaluations
- Wait Time Studies

InSight: Identify Solutions

- Analytics & Insights
- Triggered Training® and Rewards
- Loyalty Lift Calculator

Discover how Market Force Information can improve your customer experience. Call 303.402.6920 or email sales@marketforce.com.