

# US QSR: Ice Cream/Frozen Yogurt/Smoothie Restaurants

## 2017 Consumer Experiences & Competitive Benchmarks

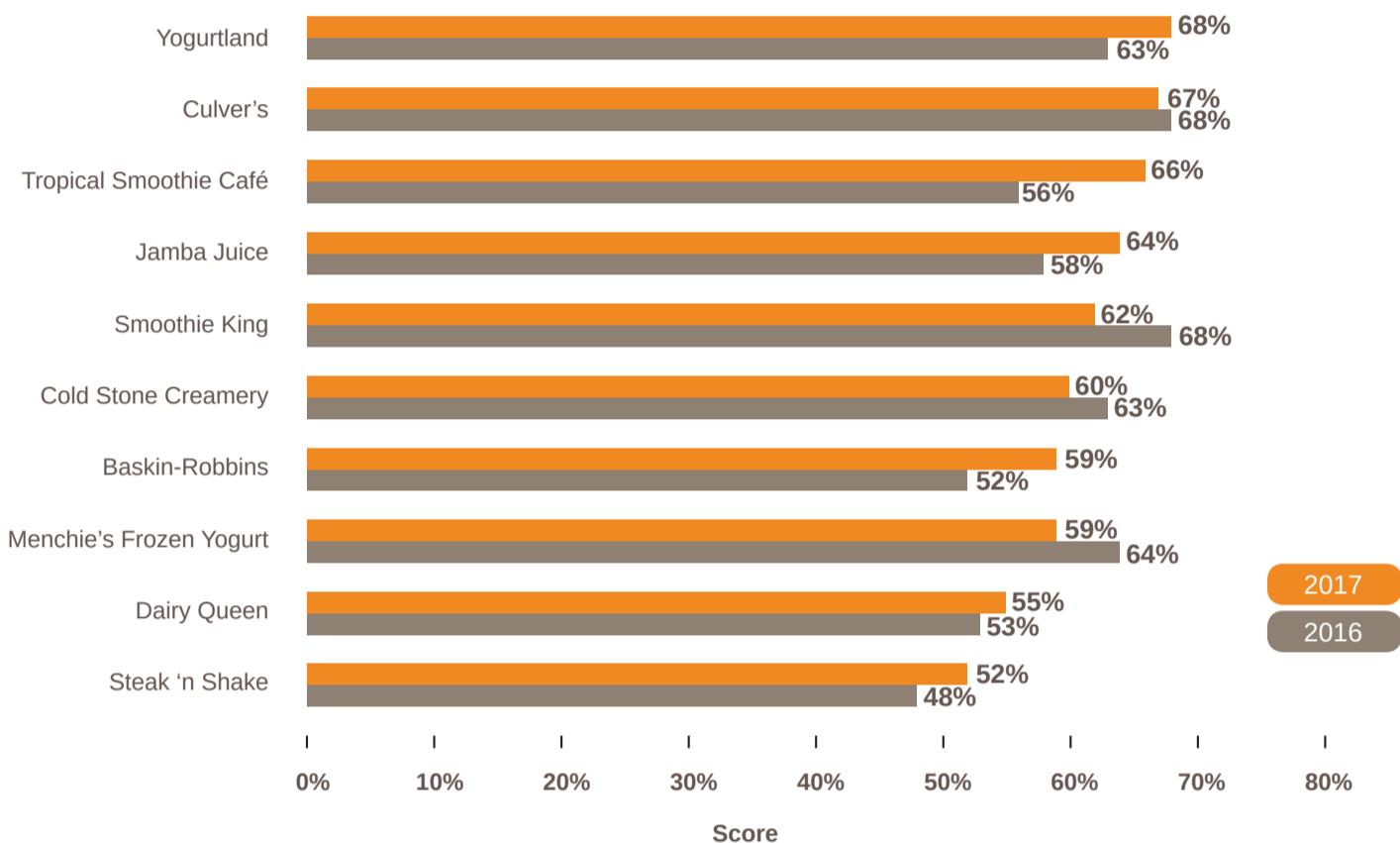
**I**N JANUARY 2017, WE SURVEYED 11,319 US consumers and asked them about their QSR dining habits including visit frequency, brand engagement, customer experience, and problem experience.



### COMPETITIVE BENCHMARKS

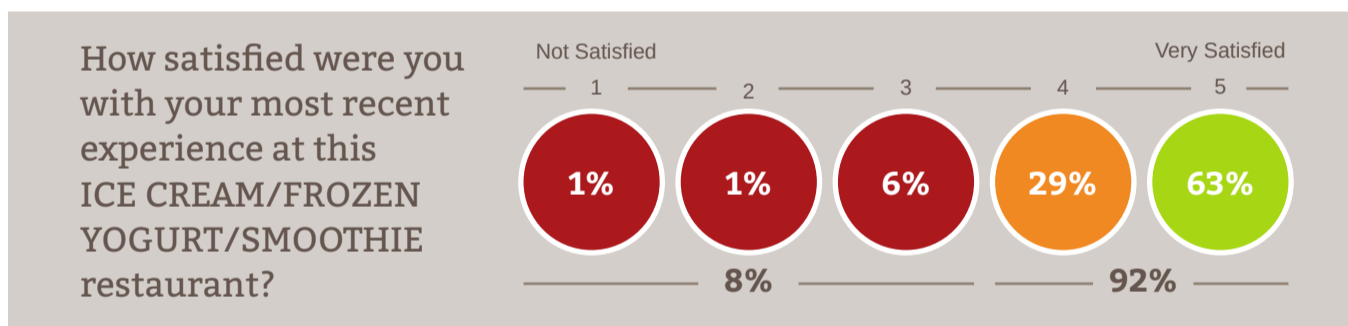
Extremely tight competition among the top three brands; several brands have lost ground

Composite Loyalty Index: Ice Cream/Frozen Yogurt/Smoothie



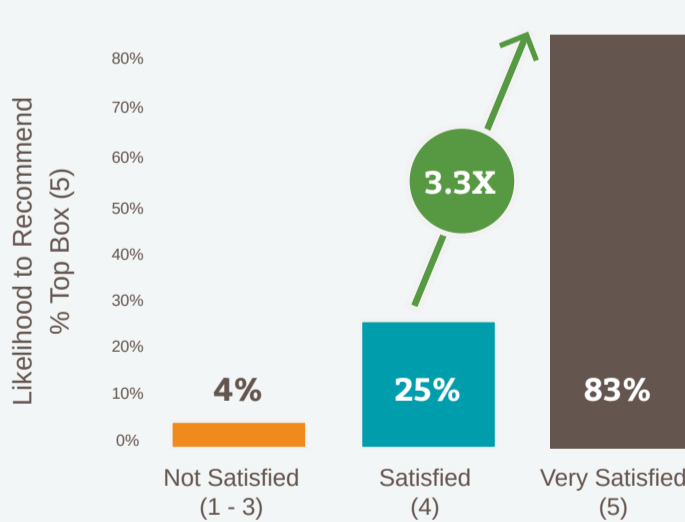
### CUSTOMER EXPERIENCE

**Few guests** were dissatisfied with their most recent experience



**It's not OK** just to be OK!

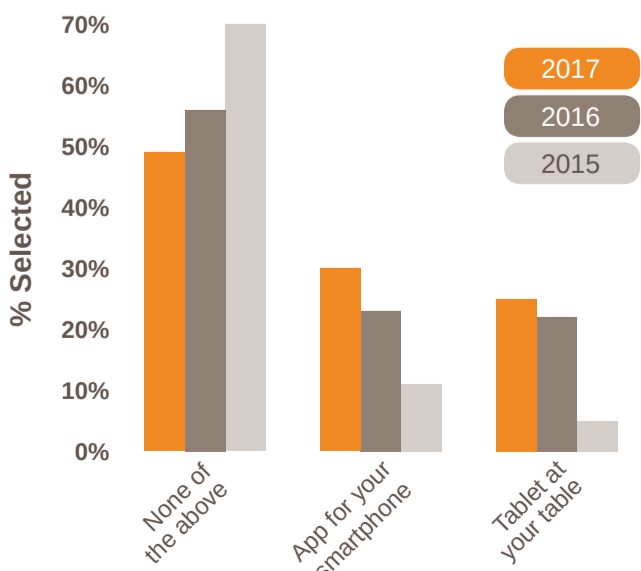
**"Delighted"** customers are **3.3 times more** likely to recommend than those who are "just satisfied." **Excellence makes a difference!**



### TECHNOLOGY

Using technology to **PLACE ORDERS** is steadily increasing

Please tell us which of the following technologies you have used TO PLACE YOUR ORDER in the past 90 days:



Use of technology to **PAY FOR ORDERS** has also increased

In the past 90 days, have you PAID for a fast-food or fast-casual restaurant meal using a mobile app or digital wallet on your smartphone?

