



Speed Matters: Delivering insights for faster service

A national Quick Service Restaurant turned to ICC to better understand service bottlenecks delaying their customers.

Speed is everything in the quick-service business. The #1 cause of dissatisfaction for customers is speed of service, and not addressing slowdowns will lead to decreased throughput and lost revenue.

ICC's predictive analytics team assessed all possible factors affecting speed of service, and ranked them according to each's impact. The team evaluated order complexity, kitchen layout, employee tenure, and daypart. Afterward, speed of service improved by an estimated 29% with minimal process enhancements, employee training, and demand estimation.