The ExperienceBuilt Group | AT MMR RESEARCH ASSOCIATES

PHYSICAL MEETS DIGITAL:

INNOVATING THE CURBSIDE DELIVERY EXPERIENCE

AT-A-GLANCE

- **Explore and validate curbside process using observation and emotion scoring.**

- **Evaluate how mobile ordering techniques impact employee and customer experience.**

- **Understand how this new process affects perception of brand values.**

CHALLENGE

Whether in-store or drive-thru, the goal of quick-serve restaurants is to deliver hot, fresh food to customers with minimal disruption. A leading fast food restaurant wondered how adding online and app ordering with curbside pick-up would help add another dimension to achieve this goal.

So, how can we streamline the curbside delivery process?

01 Gather Feedback

The ExperienceBuilt Group used real-time observation and emotion tactics to gather feedback about curbside delivery. We performed one-on-one customer testing and directed singular employee interviews to determine what customers value and what disrupts the desired brand experience in the curbside delivery environment.

02 Check for Inconsistencies

EBG evaluated inconsistencies between the brand values and curbside experience.

03 Analyze Logistics

In particular, we wanted to understand the role of actual parking lot logistics, including signage and delivery operations, given that guests would spend most of their time driving into and waiting in restaurant parking lots to complete their digital purchase.

At The ExperienceBuilt Group, we are equipped to access, analyze, and translate experience-driven data into actionable items for your team. Let's work together to make your business better.

IMPACT

EBG observed and assessed mobile ordering and delivery operations and provided an informed perspective on friction points in the curbside experience. The insights allowed the restaurant to make logistical improvements before implementing in-market pilot testing nationwide.

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