



SUB SANDWICH BRANDS

Intouch Insight conducted mystery shops targeting five sub sandwich brands, 15 shops per brand in Texas, Georgia and California.



Here's what we found out!

METHODOLOGY



5 chains, 15 mystery shops per chain



Assigned Orders:
Panera: Any half-size sandwich
Subway: Any six-inch sub
Jimmy John's: Any 6.5-inch sub
Jersey Mike's: Any 7-inch sub
Firehouse Subs: Any small sub



Orders placed on mobile app or website for pickup in-store



Shops took place in Texas, Georgia, and California

ORDERING

Were there any discounts or promotions offered as you placed your order?

YES 21% NO 79%



How many minutes did the website or app estimate your order would take to prepare?

Minutes	%
0 - 10	33%
11 - 15	33%
16 - 20	15%
21+	3%
Did not specify	5%
Unknown	11%

Did the app provide convenient customization options for your sub order?

YES 93% NO 7%



SERVICE



Did you find the designated mobile pickup area easily upon arriving?

YES 85% NO 15%



Was there a visible sign for the pickup area?

76% 24%



Were you greeted within 30 seconds?

75% 25%



Did the cashier smile at you during the interaction?

79% 21%



Did the staff thank you for your visit before leaving the store?

73% 27%

Only 76% had a visible sign for the pickup area

Only 73% of staff said

THANK YOU!

Overall, how would you rate the service you received on this visit?



76% FRIENDLY SERVICE

20% Neutral 4% Not Friendly



ACCURACY

Did you have any glitches or issues while placing your order on the website or app?

YES 12% NO 88%

Was your order accurately prepared as per your app selection and customization?

92% 8%

Did you experience any issues with the food temperature (e.g., undercooked, items cold where not expected, etc.)

12% 88%



Order accuracy was SIGNIFICANTLY LOWER when there were glitches in the app or if the app was not user-friendly.

CLEANLINESS & COMFORT

How would you rate the overall cleanliness of the store?



75% Excellent No garbage, floors clean



23% Good Less than 3 pieces of garbage, floors clean



3% Fair Between 4-6 pieces of garbage, floors have no spills

The point is...

If you are from Philly, it's a hoagie. New Englanders eat grinders, and in New York, it's a hero. Whatever the name in your town, they are all submarine sandwiches, aka SUBS, and are as varied as they are delicious.

We conducted mystery shops at five popular sub brands to check in on key touchpoints that influence a customer's brand experience. Findings brought to mind the adage, "There is always room for improvement!" Luckily, Intouch Insight can help move the needle to exceed expectations, with mystery shopping, operational audits, surveys, and inspection software as part of a comprehensive customer experience solution set. Let's chat!