

PIZZA!

Intouch Insight conducted mystery shops targeting five pizza brands, 15 shops per chain in Texas, Georgia, and California.



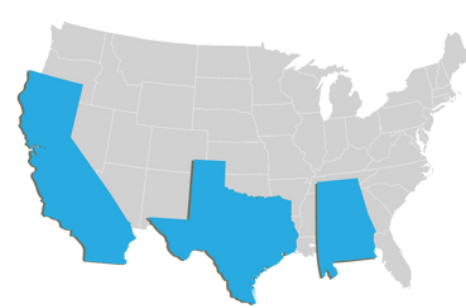
Here's what we found out!

METHODOLOGY



We asked about:

- Ordering
- Customer Service
- Cleanliness & Comfort
- Product Quality
- Meal Purchase: Medium pepperoni pizza
- 15 mystery shops per chain
- Shops took place in Texas, Georgia, and California
- Orders placed on mobile app or website for pickup in-store



ORDERING

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



YES 12%
NO 88%

TIME

Did you receive your order within the estimated preparation time?



YES 89%
NO 11%

ACCURACY



	YES	NO
Was the pizza order accurate?	97%	3%
Was the pizza served hot and fresh?	100%	-
Was the pizza made with quality ingredients? (Toppings appeared fresh, and evenly distributed)	97%	3%
Did your pizza have an even distribution of pepperoni and cheese?	12%	88%

Was the pizza cooked correctly and perfectly done (crust a golden brown)?



Only **49%** were cooked correctly

- 7% Burned
- 44% Overcooked
- 49% Cooked thoroughly

SERVICE

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



75%

Friendly



21%

Neutral



4%

Not Friendly

75% FRIENDLY SERVICE



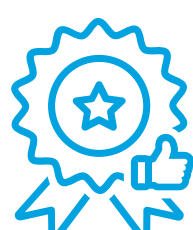
✓ YES **✗ NO**

	YES	NO
Did anything from your experience indicate that the business was short-staffed at any time on the day of your visit?	12%	88%
Were you upsold any additional items or toppings by employees at the location?	4%	96%
Were you offered any condiments or seasonings for your pizza?	17%	83%
Did the cashier smile at you during the interaction?	15%	85%



CLEANLINESS

How would you rate the overall cleanliness of the store?



87% Excellent
no garbage, floor clean



12% Good
less than 3 pieces of garbage, floors clean



1% Fair
Between 4-6 pieces of garbage, floor has no spills

The point is . . .

Americans love pizza. In fact, 93% of us eat pizza at least once a month. With an immense demand for quality pizza, "getting it right" is essential for chains to thrive in a challenging, competitive, and ever-evolving industry.

And yet, according to the results of our study targeting five top chains, only **75% had friendly service**, and just **49% of orders were prepared according to expectations**. Clearly, there is work to be done! Intouch Insight can help, with mystery shopping and operational audits as part of a comprehensive customer experience solution set. Let's chat!