



## Travel Center Services: A Brief Insight

Travel centers have evolved from their origins as rest stops primarily for long-haul truck drivers. Today, they cater to a much broader audience, including everyday consumers seeking convenience and comfort.

To take the pulse on the industry, Intouch Insight conducted mystery shops targeting 8 travel centers to understand how brands are delivering on typical customer experiences expected by today's consumers.

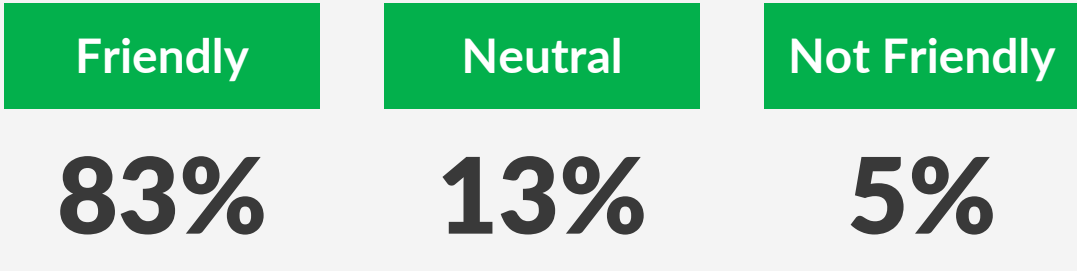
### METHODOLOGY



8 brands, 5 mystery shops per brand	Shops took place in Texas, Virginia, North Carolina, Missouri, Florida, Indiana, Pennsylvania, South Carolina, Ohio, Michigan, New Mexico, and Arizona.	Assigned Task: Visit the travel center/convenience store. Evaluate the cleanliness and stock of the fuel section, restroom, and customer service. Make one small purchase, like candy or chocolate.
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### FRIENDLINESS

	YES	NO
Were you greeted after entering the store?	50%	50%
Were you thanked after making your purchase?	90%	10%
How would you rate the friendliness of the service you received on this visit?		



Friendliness was 25% higher when the customer was *greeted upon entry* compared to when they weren't.

Friendliness was 36% higher when the customer was *thanked after making their purchase* compared to when they weren't.

### OVERALL EXPERIENCE

	YES	NO
Was the fuel lane clean, with supplies stocked?	95%	5%
Was the restroom clean, with supplies stocked?	95%	5%
Was your transaction completed quickly and efficiently?	95%	5%

Overall, were you satisfied with your experience?



Employee Interaction Average	Stock Average	Speed of Service Average
70%	95%	95%

### WHY IS THIS IMPORTANT?

Positive staff interactions play a critical role in shaping the travel center experience. According to the data, 95% of customers reported being satisfied when greeted with friendliness, and those who were thanked for their visit rated their experience 90% higher than those who were not. However, the pulse study highlights that 10% of customers were not thanked upon departure, signaling an opportunity for improvement.

Intouch Insight can help elevate your customer experience with our comprehensive solutions, including mystery shopping, operational audits, surveys, and inspection software.

Let's connect to discuss how we can assist your travel center in exceeding customer expectations!