



Top Drivers of Customer Loyalty in Quick-Serve Restaurants (QSR)

Visa Consulting & Analytics (VCA) identified merchant characteristics with a positive correlation to customer loyalty – customer loyalty measured by customer transaction share.¹ As QSRs explore investing in loyalty, we encourage them to consider the following areas, ordered by projected impact, for the greatest potential return on investment.

¹ **How We Determined Loyalty:** Of the top 70 QSR merchants (by payment volume and the share of transactions), we used VisaNet transaction data from October 1 to December 31, 2021 to calculate the number of transactions with each merchant divided by the transactions in QSR category.

1 Downloading loyalty

Branded mobile payment apps with integrated loyalty programs kept customers coming back.

Merchants with enhanced digital programs experienced

60%

more customer transaction share¹



Advanced QSR apps put the restaurant on the customers phone, letting them browse the menu, order ahead, pay with their phone, and earn/use rewards. Customers value seamless digital experiences that reward sustained, repeated behavior by offering benefits like special access, events, discounts, and more.

2 Accessibility

The more ways customers were engaged, the more loyalty increased.

Merchants with above average accessibility experienced

40%

more customer transaction share¹



Access played an important role in driving loyalty. But physical locations are not the only point of access. Third-party delivery and ghost kitchens are platforms that could help increase digital access.

3 The early bird got the loyalty

When customers came in early, they came in often.

Merchants with coffee and breakfast experienced

30%

more customer transaction share¹



QSRs that leveraged coffee as an acquisition tool had an increased opportunity to cross-sell other products. Coffee may require less upfront investment than a full breakfast service and could give customers a reason to come into the store.

Evaluated QSRs that are recognized for having a full breakfast offering proved even more successful and resulted in 40% more customer transaction share.

As consumers develop new morning routines, returning to work and school, QSRs that serve breakfast could become a part of everyday habits.

Measuring Loyalty

Loyalty programs provide valuable insight into consumer engagement at your restaurant. However, without Visa contributed data, you may be missing the full picture. With Visa's nearly 60% share of U.S. debit and credit spend², we can partner with you to help you directionally understand customer behavior across the QSR segment.

Partner with Visa and:



- Benchmark your performance and customer loyalty to your peers.
- Understand the amount and composition of your customer's QSR spend.
- Leverage VisaNet data and Visa loyalty solutions for personalized offers and marketing.
- Tap into Visa's payments and digital expertise to optimize your customer experience.

Visit [Visa.com/VCA](https://www.visa.com/VCA) or email VCA@visa.com

² "The Nilson Report." Nilson Report, Issue 1224, July 2022. https://nilsonreport.com/publication_newsletter_archive_issue.php?issue=1224