



# 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.<sup>1</sup> 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.

<sup>1</sup> **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 share<sup>1</sup>



**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 share<sup>1</sup>



**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 share<sup>1</sup>



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 spend<sup>2</sup>, 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](mailto:VCA@visa.com)

<sup>2</sup> "The Nilson Report." Nilson Report, Issue 1224, July 2022. [https://nilsonreport.com/publication\\_newsletter\\_archive\\_issue.php?issue=1224](https://nilsonreport.com/publication_newsletter_archive_issue.php?issue=1224)