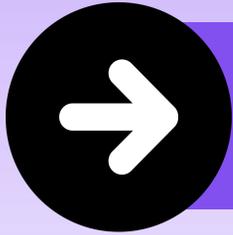


The Quick Service Restaurant (QSR) industry is navigating a difficult landscape. Rising labour fees and increasing food prices are driving up costs, making it harder than ever to balance operational efficiency with customer satisfaction.



In this competitive environment, success hinges on delivering value that goes beyond the products you serve. Customers no longer just want just a meal; they crave experiences that leave a lasting impression and foster emotional connections.

ALFA's three keys that help QSR brands stand out...

58%

...proportion of customers likely to recommend a QSR based on a positive personalised ordering experience.

In addition, 80% of customers are likely to re-purchase from a brand offering personalised recommendations.



Customers who feel valued are much more likely to return—value comes from more than just quick service.

89%

...the amount of QSR diners who believe that inconsistent experiences across locations bothers them, decreasing significantly their likelihood to return.



Every location should express the same company values that allow the brand to truly connect with customers.

+1%

For every one-percentage point increase in the proportion of Highly Satisfied customers you have, it will equate approximately to a 1.4% increase in sales.

Capture insight that converts neutral or underwhelmed customers into Highly Satisfied ones.

At **ALFA Connect Group**, we specialise in helping QSR businesses exceed customer expectations and navigate the challenges of today's market. Let us show you how to create loyal customers and thriving franchises....

[Contact us today to learn more!](#)