

QSR Magazine Names America's Best Drive-Thru

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The 2008 Quick-Service Drive-Thru Performance Study, Conducted by Insula Research, Identifies Chick-fil-A As the Top Quick-Service Drive-Thru

QSR magazine, a business-to-business publication for food service executives and operators, has released the results of the 2008 Quick-Service Drive-Thru Performance Study. Produced and conducted by Insula Research, the annual study seeks to identify quick-service restaurants that perform best in several areas of drive-thru service.

Chick-fil-A took top honors for the fifth time in the study's history and was named by the magazine as America's Best Drive-Thru 2008. The Atlanta-based restaurant chain placed first in two of the four categories covered in the study. 'Chick-fil-A remains a perennial leader in drive-thru service for one reason—a focus on the basics,' said Sherri Daye Scott, editor of QSR. 'No bells and whistles, no out-of-the box training systems. Just a strategy focused on getting the right order to the right car in a timely and friendly manner.'

McDonald's, Wendy's, Burger King, and Del Taco rounded out the top 5 overall performers.

Categories considered in the rankings include speed of service, order accuracy, menu board appearance, and speaker clarity. Wendy's clocked the fastest overall service speed at 131.08 seconds, Krystal was judged to have the best menu board appearance, and Chick-fil-A was the most accurate in fulfilling orders and also had the clearest speakers.

Full rankings from the study are available online at www.QSRmagazine.com/DT2008/. In addition to the rankings, QSR is accepting registrations for an upcoming webinar covering the study results. Data packages from the study are also available online.

Data for the study was collected by Insula Research from April-July 2008. Restaurants were visited between the lunch hours of 11 a.m. and 2:30 p.m. and between the dinner hours of 4 p.m. and 7 p.m. Each location was visited a maximum of two times—once during the lunch period and once during the dinner period. A total of 11,519 service times were collected, and a total of 5,821 orders were reviewed for accuracy. The 2008 study includes assessments from 25 quick-service restaurant chains, and information was collected in all 50 states.

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