

Restaurant Research's Industry Data Report

Operations: Quality Control & Customer Ratings

December 2011

Key Data Points

- Restaurant Research's 2011 Operations Industry Data Report focuses on quality control initiatives and resultant customer satisfaction ratings.
- Data includes a chain specific overview of store level oversight and quality control initiatives which highlight: (1) the store level inspection process, (2) area manager span of control for both company and franchised stores, and (3) a description of current customer feedback programs.
- Quality control data has been gathered from franchisees, franchisors and public documents.
- Also provided is a quick snapshot of the effectiveness of each chain's quality control initiatives based on indexed results from 9 publicly reported customer satisfaction surveys.

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RR Clients

Includes major lenders, investors, major US restaurant chains, operators and industry consultants. Please check www.ChainRestaurantData.com for a partial client list and customer testimonials.

More About Us

Restaurant Research LLC leverages an extensive network of industry players as part of its annual Concept Benchmark Analysis due diligence process for 22 large US restaurant chains. Also, RR tracks store level data for all major chains with system-wide sales in excess of \$1B across all major restaurant segments in order to produce 11 key Industry Data Topic reports. For more information please contact us at info@ChainRestaurantData.com or 203-405-1901.

Quality Control & Oversight Summary by Chain

Concept	Corporate Oversight				Customer Feedback				
	Restaurant Inspections	Food Safety	# Franchise Stores/ Consultant	# Company Stores/ Area Director	Customer Feedback Program	Toll Free Number	Website	Estimated Responses/ Month/ Store	Mystery Shops
Casual Dining									
Applebee's									
Buffalo Wild Wings									
Cheesecake Factory									
Chili's Grill & Bar									
Olive Garden									
Outback									
Red Lobster									
Red Robin									
Ruby Tuesday									
T.G.I. Friday's									
Texas Roadhouse									
Fast Casual									
Panera Bread									
Family									
Bob Evans									
Cracker Barrel									
Denny's									
IHOP									
Chicken									
Church's									
KFC									
Popeyes									
Coffee/Bakery									
Dunkin Donuts									
Starbucks									
Sandwich									
Arby's									
Burger King									
Carl's Jr.									
Dairy Queen									
Hardee's									
Jack in the Box									
Jimmy John's									
McDonald's									
Sonic Drive-In									
Subway									
Taco Bell									
Wendy's									
Pizza									
Domino's									
Papa John's									
Pizza Hut									

Customer Survey Index Summary - Casual

Concept	<i>(1 Best - Relative to Segment)</i>						# Top 5 Ratings
	NRN Consumer Picks ⁽¹⁾	JD Powers ⁽²⁾	ACSI ⁽³⁾	Brand Keys ⁽⁴⁾	Market Force ⁽⁵⁾	Leaky Bucket ⁽⁶⁾	Zagat ⁽⁷⁾
# Companies per Study							
Applebee's							
Buffalo Wild Wings							
Cheesecake Factory							
Chili's Grill & Bar							
Olive Garden							
Outback							
Red Lobster							
Red Robin							
Ruby Tuesday							
T.G.I. Friday's							
Texas Roadhouse							