

# SERVING UP INSIGHTS

Transforming Guest  
Feedback  
into QSR Excellence



# CONSUMER & CULINARY RESEARCH TEAM

Scaling a premium brand in QSR requires data-informed decisions. Shack's **unified research program** allows us to scale with confidence.

1

Brand Experience Program

2

Customer Experience Program

3

Product Experience Program



CUSTOMER CENTRICITY





# TODAY'S FOCUS: GUEST EXPERIENCE

Scaling a premium brand in QSR requires data-informed decisions. Shack's unified research program allows us to scale with confidence.

- Brand Experience Program
- 2 Customer Experience Program
- Product Experience Program





MADISON SQUARE PARK, 2004



350+ DOMESTIC SHACKS

# ON THE ROAD TO 1500!



2004

Shack Count: 1





# SHAKE SHACK'S CX PROGRAM

**GUEST EXPERIENCE INDEX (GEI)**



**CHANGE MANAGEMENT & MEASUREMENT**



**GUEST RESEARCH PANEL**



# WHAT IS GEI?

## GUEST EXPERIENCE INDEX



SHAKE  
SHACK





# PROGRAM EVOLUTION



# CURRENT PROCESS





# GE - DRIVERS OF SUCCESS

1

CONSTANT EVOLUTION

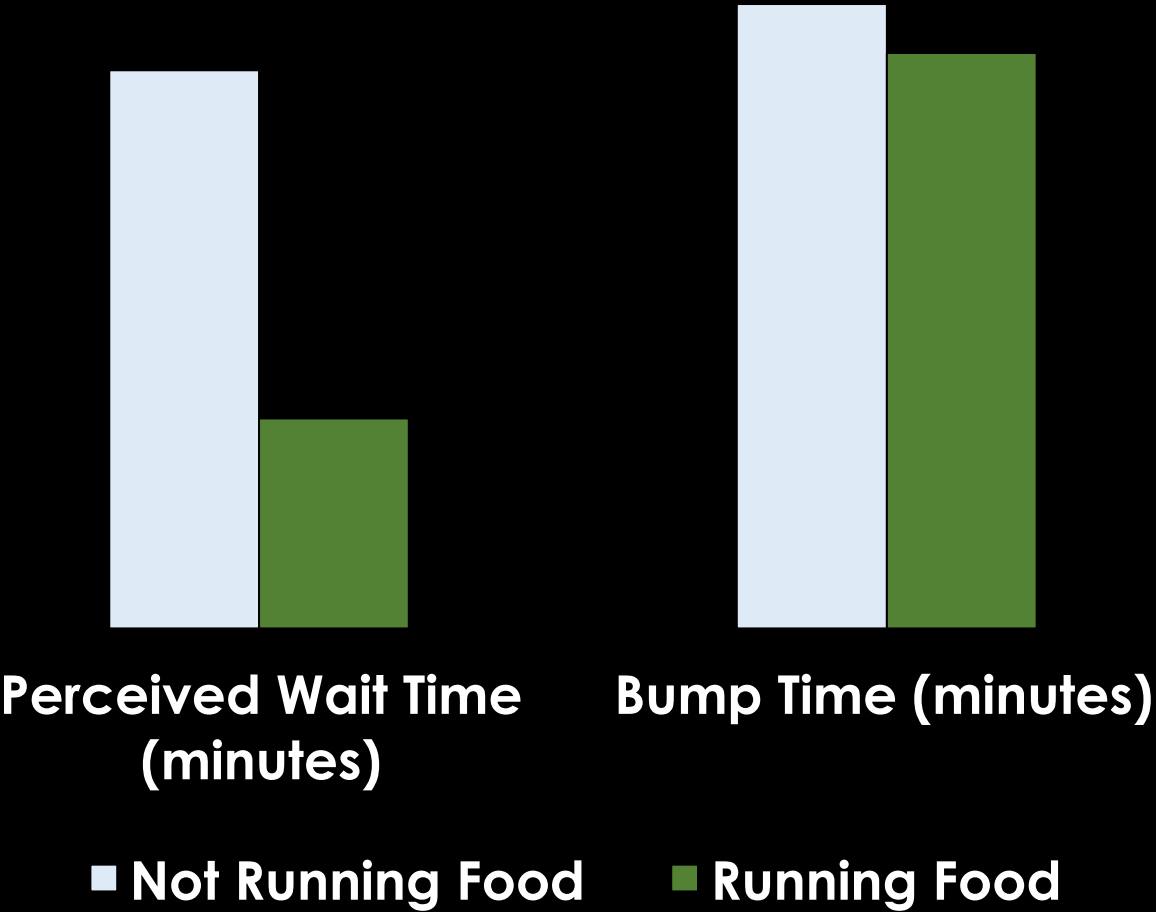
2

EMPOWERING SELF-SERVICE

3

LEADERSHIP BUY-IN

# EXAMPLE: FOOD RUNNING





# EXAMPLE: CRINKLE-CUT FRIES



# THE SHACK PACK IS A TOOL FOR ALL RESEARCH AREAS

## Panel Applications

- 1 Brand Experience Program
- 2 Customer Experience Program
- 3 Product Experience Program

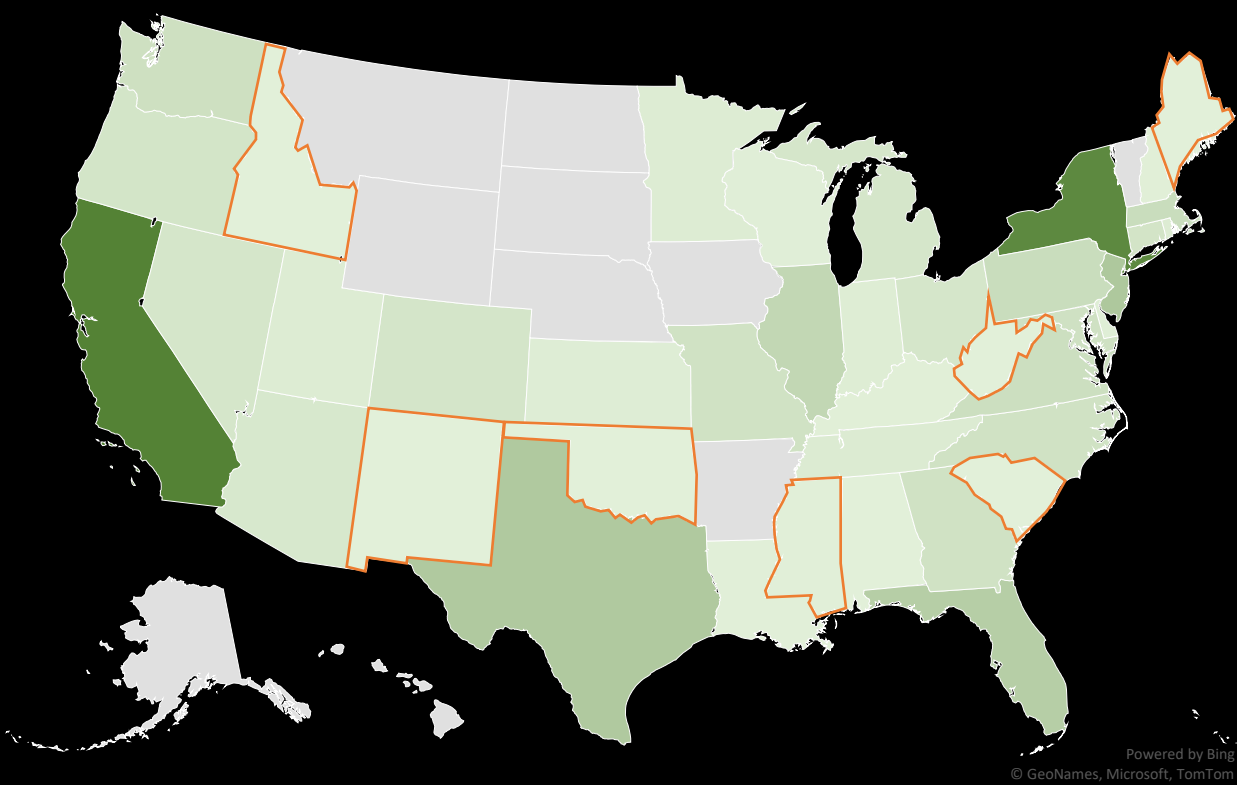


CUSTOMER CENTRICITY

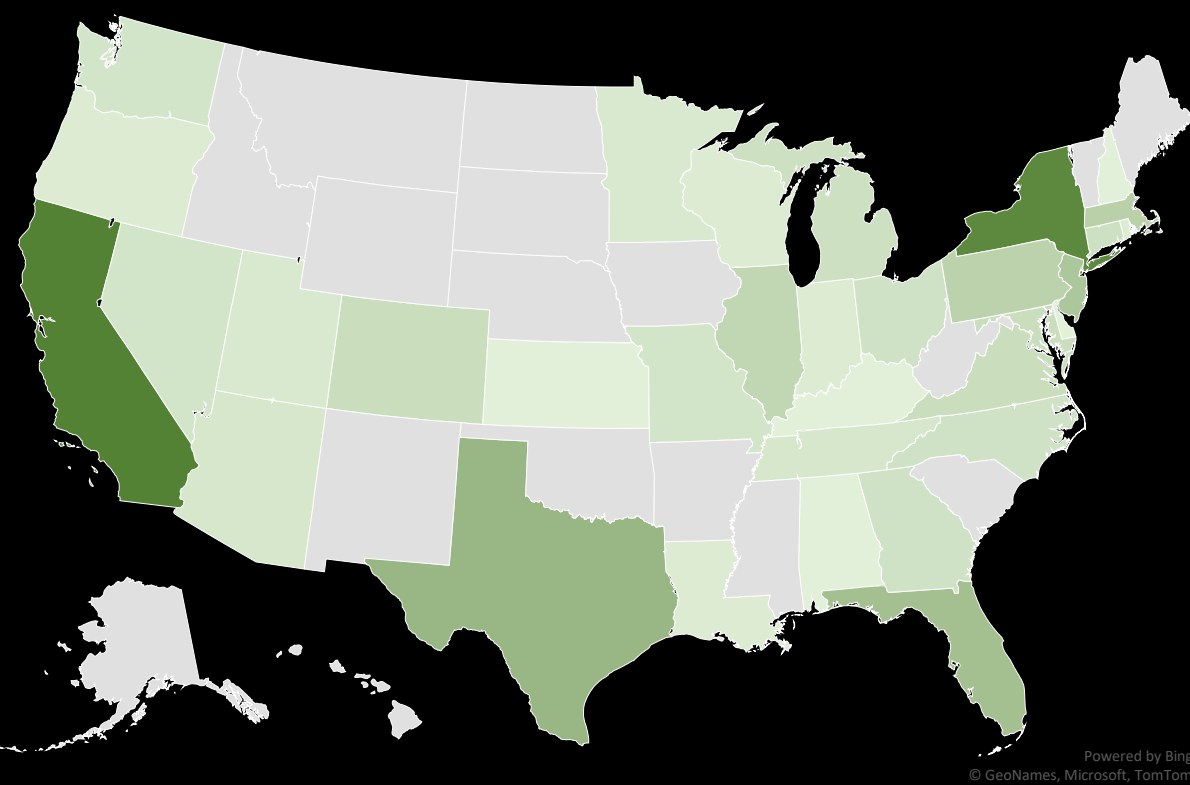


# GEOGRAPHIC DISTRIBUTION

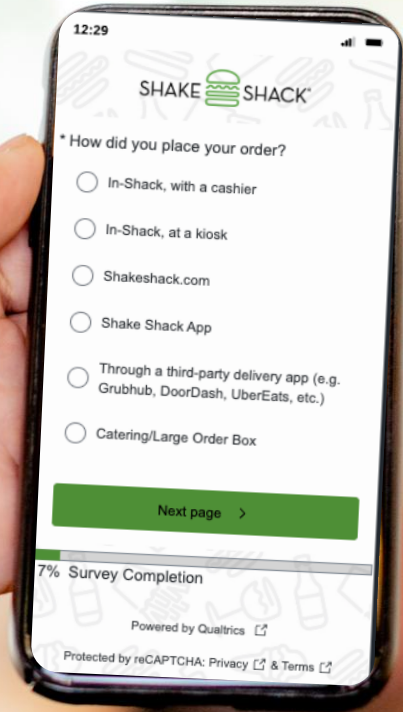
Shack Pack Member Density



Shack Location Density



# EXPANDING OUR CAPABILITIES





# IN-HOUSE PANEL BENEFITS

## MARKET RESEARCH

LONGER TURNAROUND TIMES

ANONYMOUS RESPONDENTS

QUANT OR QUAL

DOESN'T DRIVE WANTED BEHAVIORS

## SHACK PACK

QUICK TURNAROUND

RICHER RESPONDENT INSIGHTS

QUAL + QUANT

BUILDS LOYALTY

# RESEARCH PANEL - DRIVERS OF SUCCESS

1

IDENTIFY PURPOSE

2

GIVE STAKEHOLDERS WHAT  
THEY WANT (AND DON'T)

3

EXCLUSIVITY & SENSE OF  
IMPACT



