

Personalization Benchmark for QSRs – 15 Point Checklist



Personalization is a differentiator in an increasingly crowded commerce environment.

Your restaurant may offer a limited menu or an elaborate one, might allow for customizations or not, could promote combos or single items – in any case the ability to scale and deliver tailored, consistent experiences to customers is critical. Relevance can drive conversions, higher average order value and long-term customer loyalty.

How can your restaurant, cafe or fast food business have a complete personalization strategy, one that is not limited to marketing communications? Digital personalization should recognize individual guests across touch points, learn whether they are a first-time visitor or a regular customer. It should know where she is in the buying journey and understand why she buys – not just what. Your QSR therefore, needs to leverage the most advanced AI decisioning to optimize for your business goals and KPIs.

Whether you're looking to personalize commerce experiences for the first time, or feel the need to upgrade your personalization because it requires extensive manual rules and is not delivering the desired revenue lift, getting your requirements right is the first step. We understand the process can be daunting – it is indeed hard to research and put together your must-have capabilities. Your investments need to be future proof and the technology should not outgrow your needs next year.

This checklist is intended to serve as a base set of capabilities that you should focus on while designing your omnichannel personalization strategy. Please feel free modify this and add your own requirements based on specific applications that are important to you (for example, re-buy use cases, email personalization at open-time or even personalized search).



	Value Add	Feature	Use Case	Live on my site/ app'	Remarks
1.	Creating 1:1 personal experiences	Personalized one touch orders	When a returning customer logs in to the app/website, show her favorites from past purchases as product recommendations, enabling her to quickly build her cart without having to browse through the entire menu.	☐	
		Personalized upsell recommendations	When a shopper adds a product to the cart, show relevant upgrade recommendations they are likely to appreciate, e.g. multi-grain base, super-size it, substitute with premium cheese.	☐	
		Personalized cross-sell recommendations	When a shopper adds a product to the cart, show relevant cross-sell recommendations, for e.g. sides/ drinks, complete the meal, combos.	☐	
		Personalized category pages	For categories with over 10 products, re-order the pages such that the most likely to buy items based on a customer's preferences are shown on top e.g. for a vegetarian, veg meal is shown upfront	☐	
2.	Create a sense of urgency for favorites in the menu	Personalized offers on home page	When a customer launches the app, based on their segment (e.g. discount seeker/ family buyer/ browsed but didn't order) show relevant limited time offer banners with a countdown	☐	
		Personalized landing page	On the landing page/ home page, show product recommendations based on behavioral and transactional data/ referral entry	☐	
		Personalized offers	On the checkout page, if the transaction isn't completed after xx seconds on the cart page, show a custom discount banner if the customer hasn't placed any order in the last 7 days	☐	
		Social proofing	Show a product's popularity/ purchases levels in real-time, e.g. 'Most bought today - ordered 65 times', 'Selling fast - currently in 57 baskets'	☐	

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3.	Weather based website/ app experiences		Support local weather based content and product recommendations. For e.g. if it's raining, recommend spiced latte and if it's warm, promote a frozen yoghurt	☐	
4.	Time of the day based experiences		Support time of the day based banners to promote relevant products?. Eg. Breakfast offers/ Lunch promotions	☐	
5.	Hyper-localized offers and recommendations		Recommend products and/ or offers from nearest outlet based on the exact location of the customer. e.g. if the customer is looking to pre-order for drive thru, show her the nearest drive thru location	☐	
6.	Dynamic recommendations based on cart value		On the checkout page, show relevant cross sell recommendations based on cart value, to reach a certain cart value. e.g. add this beverage of \$2 to get a free delivery (on orders above \$xx)	☐	
7.	Seamless in-store experiences	Self checkout/ kiosk	Extending all the above use cases to stores/ kiosks	☐	
8.	Unified drive-thru experience		When a customer places an order at the drive-thru, empower store associates with relevant offer/product recommendations for that individual	☐	
9.	Extending personalization to call centres		Empower call centre executives with personalized offers/product recommendations based on the given customer's real-time digital behavior, cart contents and past purchases	☐	

Want to dig deeper into these capabilities?

Love to discuss personalization examples and applications?

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