

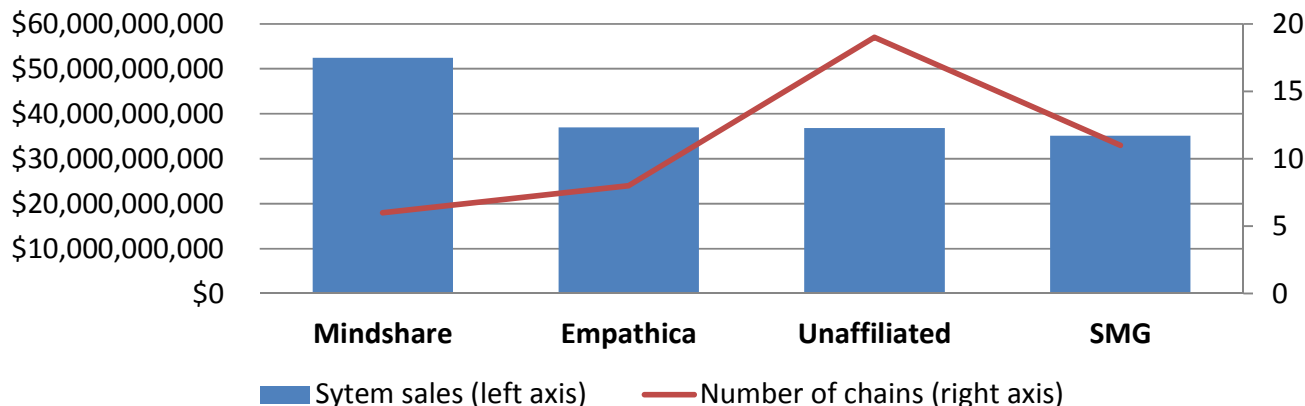
Research Efficiency & Value-Added Insight

Restaurant Research Think Piece – January 2012

Customer Feedback Program Vendor Share

According to RR's recent *Industry Data Report: Operations – Quality Control & Customer Ratings*, 57% of the \$1B+ restaurant chains under our coverage outsource their customer feedback programs to the vendors below. However, as most of these chains tend to be larger, outsourced customer feedback programs represent over 77% of total 2010 system-wide sales.

Customer Feedback Program Vendor: \$1B Restaurant Chain 2010 System-Wide Sales Share



Source: RR estimates

Restaurant Research's Industry Data Report on Operations provides useful benchmarking detail on quality control and customer ratings. Clients use this information to make more profitable decisions. For information on how to order the complete report, please contact us at (203) 405-1901 or info@ChainRestaurantData.com.

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.

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