

Independent Restaurants Adapting and Winning at the Curbside

New York City, Apr 21, 2020 (IssueWire.com) - Consumers reported that restaurant staff took fewer COVID-19 precautions at national/regional chain restaurants than the staff at local restaurant groups and independent restaurants according to a [new research report](#) released by Coyle Hospitality Group, the world's leading provider of customer experience consulting, quality assurance and risk mitigation.

In its latest study, Coyle Hospitality sought to examine the customer experience with curbside pick-up/takeout amid COVID-19 restrictions. The goal was to first learn how restaurants are adapting to 'Pick-Up Only' and examine trends at the national, regional and local levels

A total of 145 restaurant customers completed the survey. The respondents spanned 29 U.S. states. The dates of the study reported on visits from April 6, 2020, to April 10, 2020. Coyle intends to perform a similar study to track changes over the coming weeks and will be looking at other industries adopting Curbside Pick-Up such as retail.

Independent restaurants outperformed multi-unit operators at clear messaging. At independent restaurants, 80% of respondents agreed or strongly agreed that clear messaging regarding safety precautions was prevalent during the order transaction or online. In comparison, 71% of consumers at national/regional chain restaurants and 66% of consumers at local restaurant groups agreed or strongly agreed that clear messaging regarding safety precautions was prevalent.

Coyle predicts that curbside delivery is here to stay (long after the current stay-at-home restrictions are lifted). "Delivery and Pick-Up pre-Covid-19 has been a rare source of secular growth for Full-Service and Fast-Casual Restaurants, so pick-up and delivery is here to stay," said Jim Coyle, President at Coyle Hospitality Group. Coyle expects Independents and small restaurant groups to excel because they still see Curbside Pick-Up as 'guest experience', not just an efficient transaction. While trends will certainly emerge and guest perceptions and needs will change, it will be vital for smaller operators to stay very close to the emotional needs of the addressable market to gain meaningful market share.

Coyle Hospitality Group offers guest service consulting and compliance services to the world's leading customer service [brands](#) in over 50 countries.

About Coyle Hospitality Group

Founded in 1996, Coyle Hospitality Group is a market leader in designing and implementing mystery shopping, quality benchmarking, brand compliance and market research programs globally. The company has facilitated over 200,000 evaluations since its inception through its worldwide panel of over 35,000 professional evaluators representing its clients' true customer profiles. Areas of expertise include restaurants, hotels, resorts, cruises, spas, timeshares and other high-touch experiential industries.

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Media Contact

Coyle Hospitality Group

jgurtman@coylehospitality.com

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