

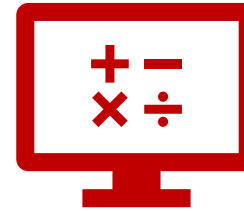
# **Experienced a Problem Bottom 2 Box (EPB2B) Update**

# Where can I find EPB2B?



## Routine Reporting

Owner/operators leverage current routines for data gathering and analysis of VOICE feedback and 800# QSC complaints within their organization.



## Portal

The PACE Portal updates monthly and displays a **trend** of a restaurant & organization's EPB2B ,OSAT and other KPIs, viewed by month or quarter. The PACE Portal is the source for EPB2B reporting.

# What is included in the calculation of EPB2B

## Overall Satisfaction

(Highly Dissatisfied/ Dissatisfied)

- Customers who rate their overall satisfaction as highly dissatisfied or dissatisfied



## Experienced a Problem

(Yes)

- And stated that they experienced a problem



## Problem Type

(QSC)

- And stated that their problem type was QSC related
- Every QSC issue selected is counted separately

Please rate your overall satisfaction with your experience at this McDonald's.

Highly Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Highly Dissatisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Next

Did you experience a problem during your visit?

Yes	No
<input checked="" type="radio"/>	<input type="radio"/>

Next

We are sorry for the problem you experienced. Please tell us more to help us understand what happened. (Please select all that apply.)

- Product availability
- Quality of beverage
- Quality of food
- Payment issue
- Accuracy of order (e.g. missing or incorrect item, etc.)
- Speed of service
- Broken/Malfunctioning equipment (e.g. soda machine, ice cream/shake machine, etc.)
- The cleanliness of the restaurant
- Friendliness of employees/manager
- Other

Next

# What, Why and When changes will occur...

## What:

- Beginning January 2023, EPB2B will normalize the number of issues **per guest AND VOICE survey count**
- The fundamentals of EPB2B will remain the same. EPB2B will still include:
  - Customers who rate their overall satisfaction as **highly dissatisfied or dissatisfied** and
  - Of those customers, those who **experienced a problem** and
  - Of those customers, those where the **problem type was QSC related**

## Why:

- Allows **more consistent comparison between restaurants**, regardless of number of guests or survey count
- VOICE Surveys are important to **understanding the customer experience** and being able to improve
- Those with either very high or very low EPB2B will see their **EPB2B more in line with the average.**
- There will be **one calculation for EPB2B across all reporting**

## When:

- The normalization will be reflected in the Portal in mid-February when January results become available
- The historical calculation will be updated at that time

# How do I diagnose VOICE data? Where to go...

## What % of your customers experience a problem?

- Comparison Report
- Choose date range and level
- Add EAP in Data in Report
- Build Report



### 3. Data in Report

Select survey items to appear in the report:

Experienced a Problem (Yes) ✕

Clear all Select all

## Below 15%, focus on elevating the customer experience

- Comparison Report
- Choose date range and level
- Add Digital OSAT and EAD %
- Build Report



### 3. Data in Report

Select survey items to appear in the report:

Digital OSAT ✕ Digital - % EAD ✕

Clear all Select all

## Above 15%, focus on reducing problems

- Comparison Report
- Choose date range and level
- Add OSAT in Data in Report
- Click Refine Results/Filter Data
- Click Problem Type
- Build Report



### Problem Type

[\[x\]](#) (Show Percentages)

- Problem Type - Accur...
- Problem Type - Frien...
- Problem Type - Quall...
- Problem Type - Speed...
- Problem Type - Produ...
- Problem Type - Payme...
- Problem Type - Broke...
- Problem Type - Quall...
- Problem Type - Clean...
- Problem Type - Other

# How do I positively impact the customer experience...

## Keep the Focus on Running Great Restaurants

### **Improve Guest Satisfaction:**

- Reduce QSC-related opportunities
- Diagnosing the root cause
- Leverage Operations PACE+ Support Visits

### **Encourage Alignment with the National Offer**

- Ensure every customer receives the invitation (receipt)
- The approved national offer should be printed on every receipt to receive reliable feedback from customers.