MOBILE *ORDER-AHEAD*
Tracker®

How Fake Reviews
Undermine Restaurants' COVID-19 Responses

FEATURE STORY (p. 7)

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MOBILE*ORDER-AHEAD* Tracker®

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The ongoing COVID-19 pandemic has ravaged the restaurant industry as stay-at-home orders and dine-in bans have reduced revenue streams to delivery and takeout only. Countless eateries and quick-service restaurants (QSRs) have closed either temporarily or permanently and many have had to turn to mobile order-ahead channels — some for the very first time —to stay in businesses.

The good news is that the industry's freefall may be plateauing as states around the country begin to relax social distancing orders and allow restaurants to reopen, albeit with restrictions. Data from restaurant reservation platform OpenTable indicates that the number of diners at restaurants is down 85 percent, which may seem like a drastic drop, but that number was 100 percent in April when dine-in eating was essentially nonexistent. This might be a small comfort for the 5.5 million chefs, hosts, waiters and other food service workers who lost their jobs due to the pandemic — approximately 47 percent of the industry's total workforce — but the recovering industry could restore many of those positions.

The ongoing pandemic does not mean that fraudsters have let up on their usual scams against restaurants, however. Social media and online review websites play crucial roles in attracting business, with 72 percent of customers using Facebook to decide where to eat or where to place a mobile order and one-third of customers avoiding restaurants with less than a four-star Yelp rating. Both of

these channels are thus perfect targets for fraud, with cybercriminals posing as restaurants on social media and attempting to scam customers of their personal data, and fake reviews driving customers away from restaurants.

Such businesses are taking steps to mitigate both of these problems, including notifying review websites of suspicious entries and warning customers that eatery spokespeople would never ask for their credit card data via Facebook. These issues can be lessened through employee diligence and technology, but the threats COVID-19 posed to the industry will not be as easily solved.

Mobile order-ahead developments around the world

Restaurants across the United States are starting to reopen as local economies lift or relax their bans on dine-in eating. The first states to do so were Alaska and Georgia, although significant restrictions on how in-store business must be conducted remain. Eateries are typically only allowed to operate at half capacity to limit the diner proximity and parties are being capped at six customers. Restaurant staff must wear gloves and masks to prevent transmission and many are having their temperatures checked before starting shifts.

Contactless delivery has grown commonplace during the pandemic, with more restaurants adding

this option every day. The most recent chain to introduce it was Panera Bread, which now offers customers two options to pick up their orders. The first consists of a geofencing system that tracks customers' smartphones and informs staff that they have arrived and the second involves entering the make, model and color of their cars so staff can identify them. Panera is also selling groceries like bread and milk in addition to their regular menu items.

Some restaurants are relying entirely on third-party ordering apps like Grubhub to conduct business during the crisis, with some even changing their names to do so. Chuck E. Cheese was found to be masquerading as Pasqually's Pizza & Wings on the app. The ruse was discovered by a customer in Philadelphia who noticed that Pasqually's shared the same address with the local Chuck E. Cheese. A Chuck E. Cheese spokesperson confirmed the pseudonym, which is derived from Pasqually P. Pieplate, the name of the fictional animatronic chef that performs music for children's birthday parties.

For more on these stories and other mobile order-ahead developments, read the Tracker's News and Trends section (p. 11).

QSRs protect their digital reputations against fraudulent reviews

The ongoing COVID-19 pandemic has forced many QSRs to move their operations online, with customers placing orders via websites or mobile apps rather than making trips to brick-and-mortar locations. This lack of face-to-face interaction has led many customers to rely on online reviews to gauge restaurants' reputations, but as many as one-fifth of these assessments could be fake. In this month's Feature Story (p. 7), Scott Lawton, co-founder of QSR chain bartaco, explains how the restaurant uses email and social media to maintain a direct line of communication with customers and counter threats posed by false reviews.

Deep Dive: How QSRs can fight social media scams and fake reviews

Online reviews are a critical revenue driver for restaurants and their mobile ordering apps, with one-third of customers saying they would avoid eateries with less than a four-star rating. Social media is just as important for driving or dissuading traffic, but both of these channels are rife with fraud that could scare customers away. This month's Deep Dive (p. 17) explores the dual threats of fake reviews and social media fraud and how restaurants can counter these menaces and ensure they do not drive legitimate customers away.

Executive
INSIGHT

Fraudsters often test the validity of stolen credit card details by making small online orders at QSRs. How can restaurants stop these bad actors from using their mobile apps as testing grounds?

"When your customers crave a slice of cheesy pizza, you want to make it as easy as possible for them to order from their mobile devices. It's easy, sure, but did you know that QSR mobile apps are a popular gateway to significant credit card fraud? 'Card testing' is when fraudsters test the validity of stolen cards by making multiple small online orders to see if they can use that card for larger purchases.

Since many QSRs offer low-dollar value items on the menu, it is not atypical to fulfill a series of inexpensive purchases. Many QSRs are not 'digital natives' and lack the depth of technology and fraud prevention experience to anticipate card testing attacks, and fast approvals without manual reviews are essential when dealing with consumers looking to quickly grab their food and go.

After one of these attacks, businesses are left with lost product and costly chargebacks when the consumer realizes [her] card was stolen. Those chargebacks can lead to fees and expensive dispute monitoring programs.

A solid fraud prevention solution is a QSR's first line of defense against card testing attacks.

Using Kount's Identity Trust Global Network and adaptive [artificial intelligence], Kount can immediately tell if there are signals of a fraudulent transaction. Kount Command is easy to implement and delivers accurate eCommerce fraud protection to help businesses improve bottom line profitability. It delivers anomaly detection to flag abnormal activities such as unusual spikes in traffic or shopping behavior and changing and evolving fraud attempts."

RICH STUPPY
chief customer experience officer at Kount

FIVE FAST FACTS

25%
Share of consumers who have increased their use of ordering apps since the pandemic began

400,000
Total number of restaurants on Uber Eats and Grubhub

72%
Portion of consumers who have used Facebook to decide where to eat

1/5
Fraction of Yelp restaurant reviews believed to be fake

33%
Share of consumers who would not eat at a restaurant with a Yelp rating of three stars or lower
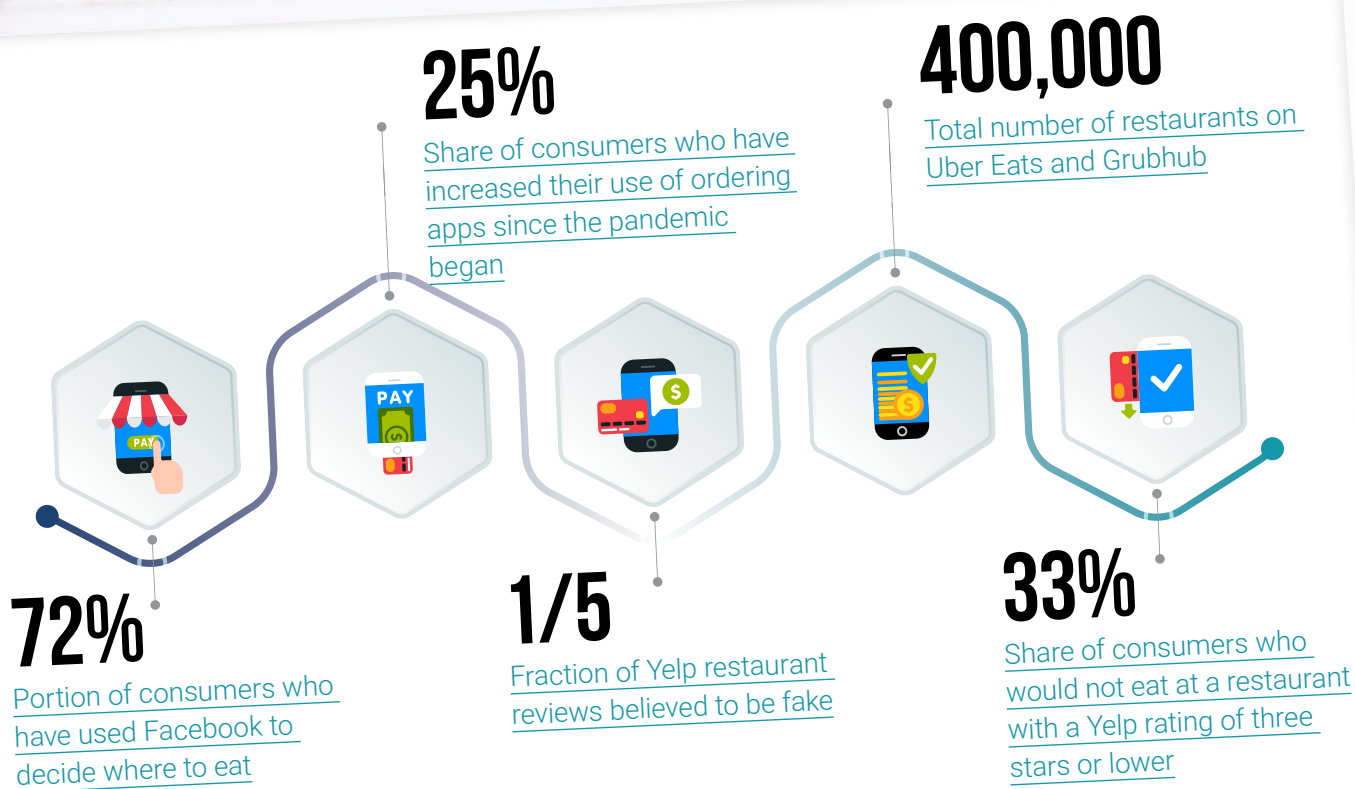
How Fake Reviews
Undermine
Restaurants'
COVID-19 Responses
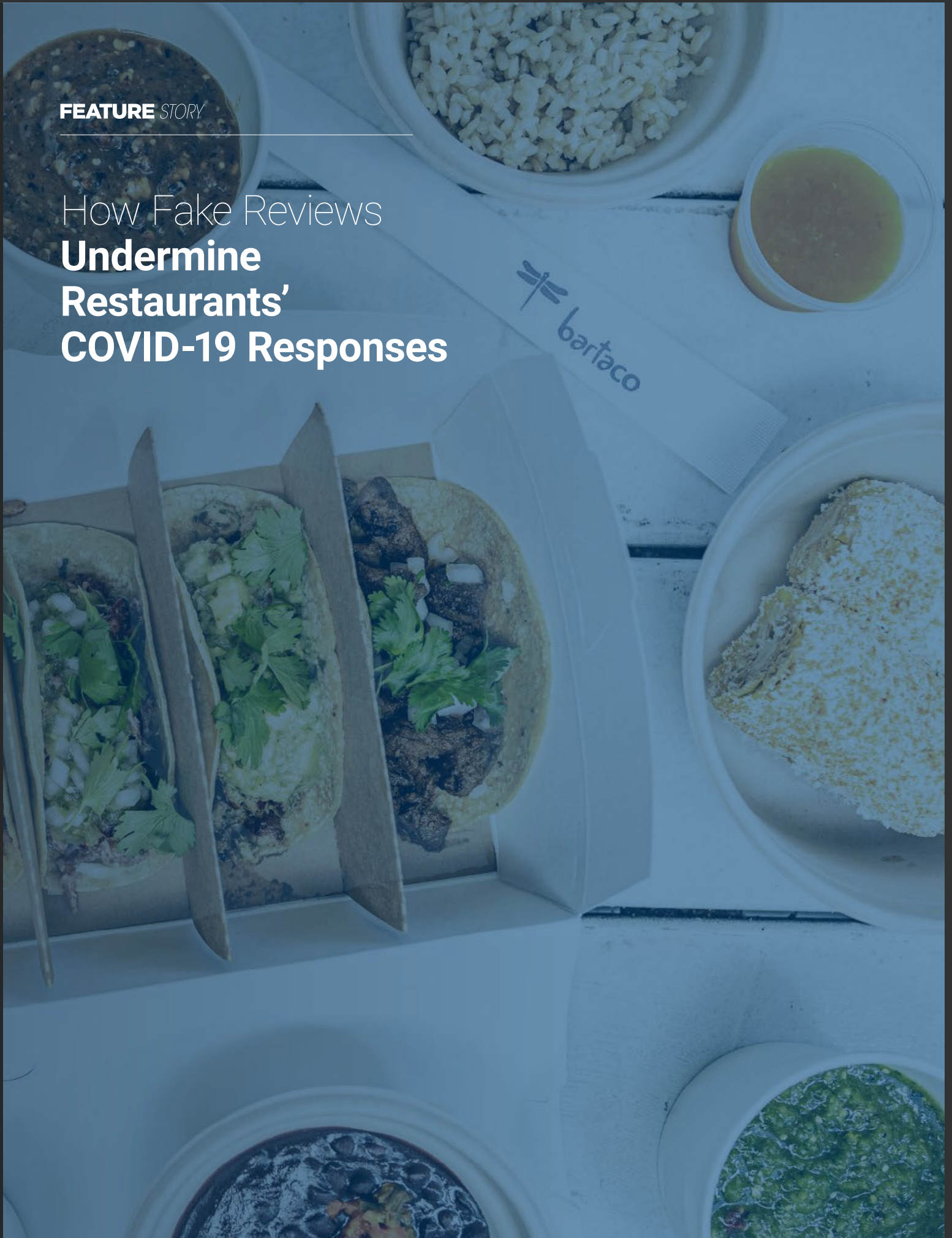
The COVID-19 pandemic is having immense restaurant industry ramifications. Months of social distancing guidelines, stay-at-home orders and dine-in bans have crippled QSR revenue streams, with experts predicting the space will lose $240 billion by the end of 2020.

Restaurants have thus been leaning heavily on mobile order-ahead options to stay in business during the outbreak, turning to to-go orders, curbside pickup and delivery to make sure hungry customers are able to get the items they crave. Connecticut-based taco QSR bartaco is one chain working to adapt its business model to the new normal, recently introducing delivery services at its 21 U.S.-based locations. It recognized that encouraging existing customers who largely ate at bartaco locations to shift to mobile ordering and delivery would be difficult, however, and has since placed emphasis on ensuring its mobile ordering experiences are similar to those provided in its dining rooms.

"With restaurants shifting to takeout only due to the pandemic, it's more important than ever that guests' digital experiences be on point with the experiences they would receive at restaurants," Scott Lawton, the restaurant's co-founder, told PYMNTS in a recent interview.

Attracting first-time patrons during the pandemic, when consumers are spending most of their time at home, has required enhanced online efforts, and review websites like Yelp have played a vital role. Issues can arise, however, because not every review is legitimate, making it important that restaurants counter fake entries or risk losing a valuable resource for generating business.

Shifting to mobile ordering and delivery

Restaurants were forced to quickly adapt their business models to adjust to new realities amid the COVID-19 outbreak. Many have partnered with third-party apps to provide digital ordering services, while others have revamped their offerings or designed new ones. Delivery has played a role in these transformations, with restaurants that had not previously offered the service quickly introducing it to protect their revenue streams.

"One of the biggest challenges is that we didn't offer delivery at all prior to COVID-19, and we were moving as quickly as possible to offer our guests food delivered to their homes through an easy, in-app, branded experience," Lawton explained. "It was important for us to update [our] app in a way that made it easy to navigate while enabling our guests to quickly place delivery orders. … As such,
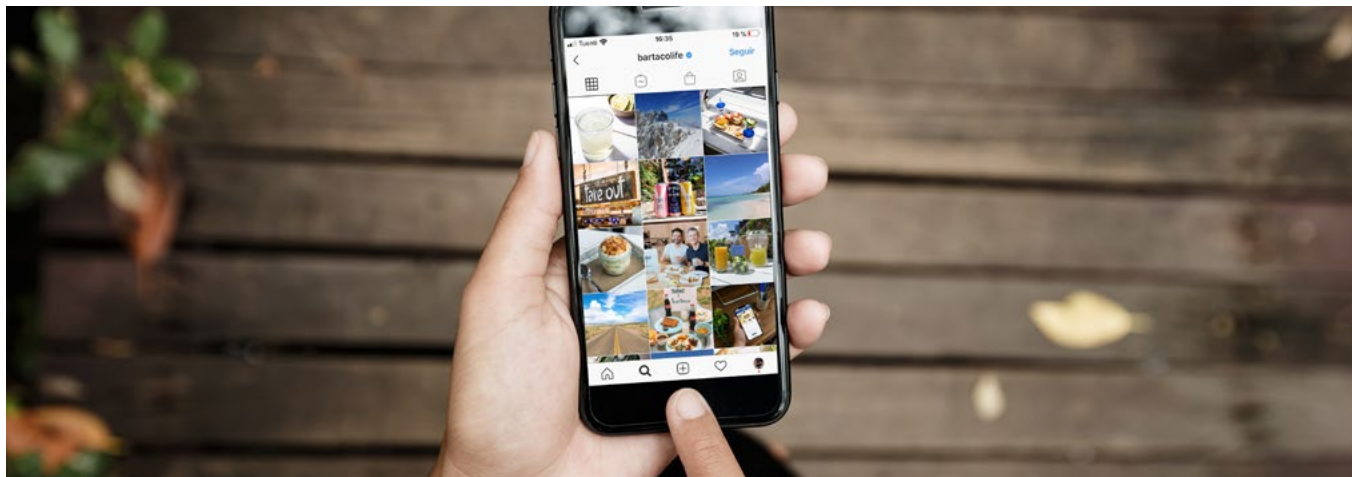
we paid great attention to the design and [user experience] process a customer would need to go through to place an order."

Having a slick user interface and smooth mobile ordering system is not enough to attract customers, though. Generating loyalty is also necessary so customers revisit their favorite QSRs and continue to generate business — and a personal touch through social media rather than relying only on corporate branding can help.

"Our goal is to always provide as much of a personalized experience for our guests as possible, no matter if it's in person or online," Lawton noted. "We're very active in reaching out to our guests online, whether via Instagram, Facebook and Twitter,

and asking them about their experiences or making recommendations for what they should order during their next visit. It's a more personal experience than just us liking a guest's post or sending out a check-in survey to ask how [his] experience was."

Attracting first-time customers is an entirely different animal, however. Consumers often turn to online reviews to decide where to place their food orders, but this can be bad news if those reviews are not trustworthy. Fake reviews come from various sources, such as scammers looking to score refunds to other restaurants looking to sabotage their competition, and could scare off potential customers before they even give restaurants a chance.

How fake reviews damage QSRs

Online reviews are vital in today's restaurant industry. Studies have shown that 92 percent of consumers read them, for example, and that 33 percent refuse to eat at a restaurant with a score of fewer than four out of five stars. Fifty-six percent of restaurant owners have even said reviews are more effective drivers of traffic and revenue than traditional advertising.

"We crave feedback from our guests," said Lawton. "It's so important for us to learn about guests' experiences, not only about where did we succeed, but most importantly, where can we improve."

That task has grown much more difficult over the past 20 years as restaurant reviews shifted from professional critics at newspapers to anyone with a Yelp account and a keyboard. Seventy-seven percent of customers now say they prefer peer-made reviews to professional ratings, but such assessments' ease of production also makes them incredibly easy to fake. Yelp estimates that up to one-fifth of all reviews on its website are fraudulent — a figure that does not count the 25 percent of reviews that are removed as fakes before they are even posted.

Lawton believes the best way to avoid fake reviews is by maintaining direct communication lines with customers through emails, telephone calls and social media messages. This makes certain a real person is behind the review and that the individuals' negative experiences will be corrected on future orders.

"We make personal connections with each guest that leaves a review on Yelp or other platforms, either by sending a personal email or calling the guest directly," Lawton said. "Taking these conversations to a personal level and not just a Yelp inbox message allows us to make that connection."

Preserving connections like these will be vital to ensuring a steady revenue stream as public health and safety responses to the COVID-19 pandemic continue to create frictions for the restaurant industry. Customers facing a plethora of mobile ordering options are much more likely to choose the restaurants they know over ones that are just rankings on websites, after all.

COVID-19 MOBILE ORDERING TRENDS

COVID-19 drives third-party delivery service usage, study finds

Restaurants have relied solely on takeout and delivery orders since social distancing, stay-at-home orders and dine-in bans were implemented in mid-March, with many turning to mobile apps to help drive revenue. A study from Service Management Group revealed that during the three months prior to the pandemic, 43 percent of consumers used third-party delivery platforms such as Door-Dash, Grubhub or Postmates, but this number has

dramtically increased. Twenty-five percent of consumers have increased their usage of third-party apps, with their primary incentives being cravings for specific types of food and low delivery costs. The study also found that three-quarters of respondents would order from a different restaurant or skip a meal entirely if a given restaurant is not available for third-party delivery.

Third-party ordering platforms are not perfect, however, with 42 percent of consumers saying that they have had problems with orders placed on these apps. The blame for these problems — the most common of which is inaccurate orders — is placed

on the restaurants rather than the apps, with 35 percent of customers believing the restaurant is entirely at fault while 60 percent place at least partial blame.

Americans spent 16 percent of their stimulus checks on restaurants and takeout, survey finds

The $1,200 stimulus checks disbursed to Americans have been put to a variety of uses, but one of the most popular ways consumers spent this cash was on takeout. A survey from digital bank Current found that 45 percent of distributed stimulus money has already been spent, with 16 percent of these funds going toward restaurant and takeout orders. An additional nine percent of the funds were spent at grocery stores, with one-third of respondents saying they would continue putting this money toward dining expenses.

Another popular way consumers spent their checks was on meal kits. Restaurants are noticing this demand and adapting their business models to sell them, with Denny's offering a spread of meal kit options including a Breakfast Kit, Picnic Sandwich Kit and Slow-Cooked Pot Roast Meal Kit. Chicago-based Fat Rice is shifting its focus entirely to meal kits by shutting down its Asian fusion

restaurant operations and changing its name to Super Fat Rice Mart.

44 percent of Americans show interest in visiting restaurants if restrictions were lifted

One of the most devastating effects of the COVID-19 pandemic on the restaurant industry was the ban on dine-in service, which forced eateries to survive on only takeout and delivery orders. A new poll from ABC News and Ispos showed that 44 percent of Americans would likely dine at restaurants once pandemic-related bans are lifted, but these results varied wildly based on political affiliation. Just 26 percent of Democrats expressed such interest while 64 percent of Republicans said the same. Similar interest gaps were seen for activities such as getting haircuts or flying on airplanes.

QSRs ADAPT TO COVID-19

States begin to lift dine-in bans at restaurants, but restrictions remain

Consumers interested in visiting dine-in restaurants may not have to wait much longer. Approximately half of U.S. states have begun relaxing restrictions on dine-in services as COVID-19 cases decline, with Georgia and Alaska as the first to allow in-restaurant dining. Significant restrictions have been put in

place to limit the virus's spread and maintain social distancing guidelines, with the specifics varying by state. Typical measures include allowing restaurants to operate at half capacity to ensure distance between diners, limiting parties to a maximum of six consumers, requiring staff to wear masks and gloves and checking workers' temperatures before they begin their shifts.

Bars that do not serve food are largely remaining closed, with Wisconsin as a notable exception due to the Supreme Court ruling that the state's stay-at-home order was unconstitutional. This decision seems to have backfired, however, as Wisconsin saw a record number of new COVID-19 cases two weeks after the ruling.

Starbucks opens 90 percent of its locations for pickup, drive-thru and mobile ordering

Coffee giant Starbucks had one of the earliest and most wide-ranging responses to the COVID-19 outbreak, shutting down more than half of its stores in the U.S. and Canada in March and only allowing locations with drive-thrus to remain in operation. The chain is expected to open 90 percent of its stores by early June with a drastically altered business model. All in-store seating will remain closed and customers will be able to place mobile and online orders for curbside pickup, grab-and-go in the stores or at the drive-thru.

Starbucks CEO Kevin Johnson said that the reopening plan was inspired by the chain's Chinese
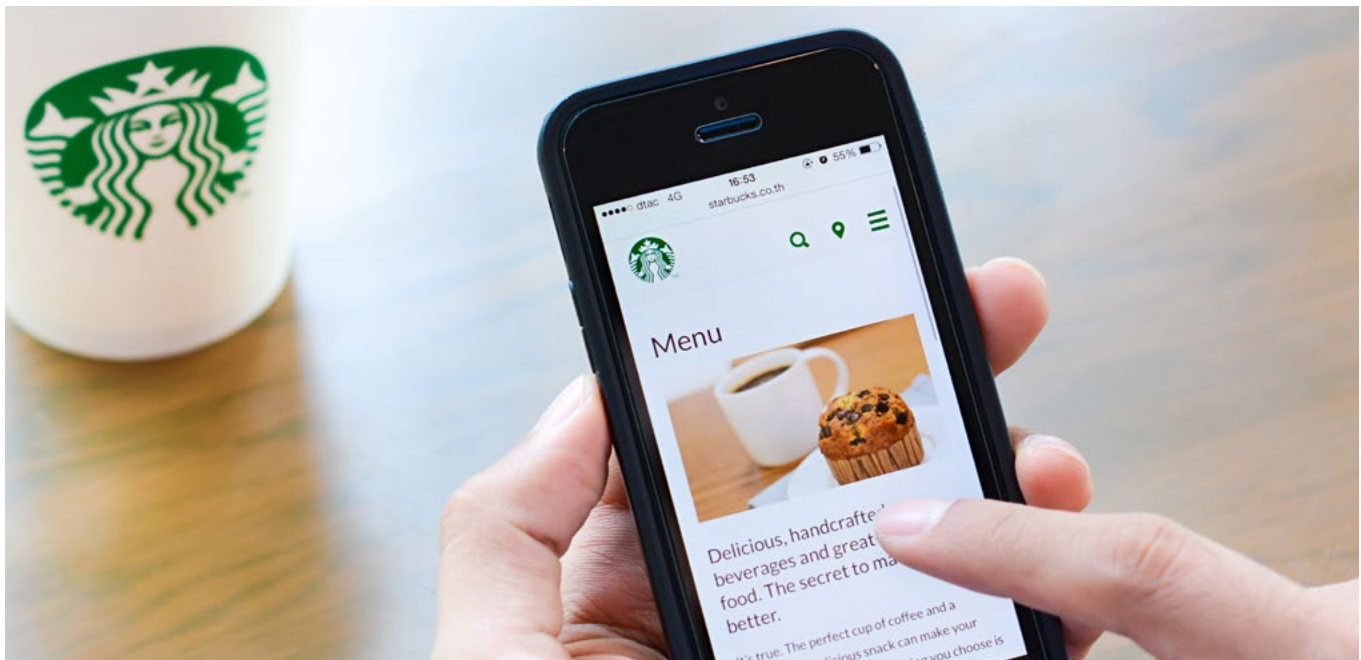
locations, 98 percent of which have reopened. The chain is also updating its mobile app with new features to aid this new normal, including voice ordering through Siri and optimization for improved drive-thru experiences and coffee handoffs at Starbucks entrances.

Yum! Brands introduces contactless delivery in light of declining sales

Contactless delivery and pickup have become commonplace during the pandemic, allowing customers to receive their favorite foods without risking infection. Yum! Brands, which consists of KFC, Pizza Hut and Taco Bell, is the latest to introduce contactless service at its QSRs in an attempt to curb flagging sales numbers resulting from stay-at-home mandates. Pizza Hut sales have fallen by 9 percent while KFC's have declined by 2 percent. Only Taco Bell saw a net sales gain in Q1 2020, with a 4 percent increase. Yum! CEO David Gibbs attributed this growth to Taco Bell's quicker adaptation to the new realities than its sister brands.

The introduction of contactless services has also allowed the company to reopen some of its store locations. Approximately 11,000 of Yum! Brands' locations were closed as of the end of Q1 2020, but it has reopened about 1,000 storefronts with the advent of contactless delivery.

Panera Bread launches geofence-enabled curbside pickup

Baked goods QSR Panera Bread is also launching a contactless option in the form of curbside pickup, allowing customers to order online and have Panera staff place the orders directly in their cars without any person-to-person interaction. Panera enables this service through geofencing, which tracks the location of phones associated with orders and notifies Panera staff once they have entered the parking lot. Customers wishing to opt out of the automatic geofencing service can instead input the color, make and model of their vehicle and tap an "I'm here" button to notify staff that they are outside.

Panera has instituted several other features to cope with the new reality associated with the COVID-19 pandemic. The chain installed Plexiglas shields at its cashier booths to protect its employees from infection and launched a grocery delivery option that allows customers to order bread, milk, produce and other items from Panera's stockrooms.

Pizza Hut warns against phishing websites disguised as restaurant ordering portals

Bad actors are taking advantage of the increased demand for delivery, takeout and mobile ordering options, with Pizza Hut recently issuing a warning to customers about scam websites designed to look

like online ordering portals, but are actually meant to harvest personal data. These websites are dead ringers for real QSR websites, prompting visitors to enter credit card information, which is sent directly to the fraudster.

These fake websites are just one of the channels fraudsters are leveraging to exploit consumers' vulnerabilities during the COVID-19 pandemic. The U.K.'s cybercrime reporting center, Action Fund, said that scams have risen 400 percent since the country went into lockdown, with 1,425 pandemic-related scams reported as of early May. Victims of such fraud have lost a combined £2.9 million ($3.6 million USD).

NEW MOBILE ORDERING FEATURES

Instagram launches mobile food ordering capabilities through app

Mobile order-ahead is continually expanding to new channels, including some unexpected ones. Social media giant Instagram recently announced a new feature that allows users to order food through its app, with posts and advertisements from restaurants now including a button that will enable viewers to place orders through ChowNow. The platform also added a new button to restaurants' Instagram profiles, which users can click to be directed to restaurants' websites. The feature officially launched in the U.S. and Canada in late April and in

the U.K. shortly afterward. Instagram said the decision to introduce this feature was driven by the need to support restaurants experiencing declining sales amid the pandemic.

Preoday launches curbside pickup solution for its mobile ordering platform

Third-party ordering systems are responding to the demand for curbside pickup by adding this option to their platforms, with one such example coming from U.K.-based Preoday. The software company recently launched Curbside Collection, giving its partner restaurants the opportunity to provide curbside pickup, in which customers remain in their vehicles while restaurant staff members place their orders inside their cars. Customers select when they wish to pick up their orders and provide details about their vehicles — such as color and license plate number — so that staff can identify them when they arrive.

One of the first restaurants to adopt Preoday's curbside option was Glasgow-based Hooked Fish and Chips. Its co-owner, Craig Buckley, said that, since the option was enabled, more than two-thirds of its orders have been serviced curbside.

MOBILE ORDERING PARTNERSHIPS AND ACQUISITIONS

Uber and Grubhub merger scrapped, Grubhub to merge with Just Eat

Two of the biggest players in the third-party mobile ordering space in the U.S., Grubhub and Uber Eats, were in talks to merge, with the latter planning to purchase the former and incorporating its restaurant and customer base into its own. The deal was canceled in early June, however, due to antitrust scrutiny. The combined entity could have potentially controlled half of the market, with Uber Eats currently boasting 100,000 restaurants on its platform and a 20 percent market share and Grubhub having 300,000 restaurants on its platform and 30 percent of the market.

Grubhub recently announced it is planning to merge with European food delivery company Just Eat instead — a move that is unlikely to attract as much regulatory scrutiny. The merger is currently planned to go through in Q1 2021, with Grubhub's CEO joining Just Eat's management board to head up North American operations.

Chuck E. Cheese begins offering delivery via Grubhub under Pasqually's pseudonym

Grubhub has added thousands of new eateries to its platform since the COVID-19 pandemic began, largely consisting of independent eateries that are relying on the app to drive revenue. An exception to this trend is nationwide pizza and arcade chain Chuck E. Cheese, which is now offering delivery services through Grubhub under the name Pasqually's Pizza & Wings. This development was first discovered by a Reddit user whose Grubhub driver picked up the Pasqually's order from a Philadelphia Chuck E. Cheese location and was verified by several publications that discovered that Pasqually's addresses in other cities matched the addresses of local Chuck E. Cheese locations.

The pseudonym reportedly originates from Pasqually P. Pieplate, the name of the fictional chef in Chuck E. Cheese's roster of animatronic mascots. A spokeperson for the chain told Food & Wine that Pasqually's menu contains several items that are not normally available at Chuck E. Cheese locations and added that the chain is exploring adding these options to its in-restaurant offerings after the pandemic recedes.

The Importance Of Fighting Fake Restaurant Reviews And Social Media Fraud

Social media engagement plays a central role in modern restaurants' daily business, with eateries using platforms like Facebook, Twitter and Instagram to advertise new menu items, interact with customers and drive business to their locations and mobile apps. Studies have found that 72 percent of customers have used Facebook to decide where to eat and 71 percent of consumers are more likely to recommend a business that responds to them quickly on social media.

Review websites like Google, TripAdvisor and Yelp are no less important to restaurants' successes. More than one-third of customers will avoid establishments with less than a four-star rating, and a ratings increase of just one star on one of these websites can result in a 9 percent revenue increase.

These reviews are far more trusted than professional restaurant critics, with 25 percent of consumers preferring OpenTable or Yelp to find reviews over career critics in local publications.

Both types of platforms are wrought with fraud, however, with scammers abounding on social media and fake reviews plaguing crowd-sourced review websites. The following Deep Dive examines how bad actors can negatively impact restaurants and their customers, and how eateries can counter these problems.

Social media schemes

Fraudsters run rampant on social media websites and often target restaurant customers. One popular scheme sees fraudsters asking victims to give them

$20 via a peer-to-peer (P2P) payment app like Venmo with the promise of $50 worth of food or credit at a popular restaurant, for example. The fraudster then absconds with the funds and leaves victims hanging and mistakenly blaming restaurants for their misfortune. Restaurants' reputations and customers' wallets are both hurt, through no fault of their own, and the fraudster gets away scot-free.

Another type of restaurant-related social media scam involves fraudsters running fake restaurant accounts that promise to give away free food or store credit. One such example occurred on Facebook earlier this year: Fraudsters claimed to be distributing Chick-fil-A coupons that asked victims to click links to claim them. This link prompted them to enter their email addresses, telephone numbers, credit card details and other personal information, all of which went directly to fraudsters.

Customer education is key to stopping these bad actors. Restaurants can help by sending periodic emails reminding customers that they will never ask them for their usernames, passwords or payment data, and cut off contact with any individual claiming to be a restaurant representative asking for these details.

Restaurants not only need to protect their customers' wallets and sensitive data, but their own reputations as well. The biggest threat to restaurants' statuses

and revenues is fake reviews, but there are some steps restaurants can take to fight back.

Flushing out fake reviews

False or misleading reviews can be devastating for restaurants' bottom lines as a majority of customers take customer feedback seriously when deciding where to eat or from which mobile app they should order. Fifty-six percent of restaurant owners believe reviews to be a more important driver of traffic and revenue than traditional advertising, and there is research to back this up: A ratings improvement of just half a star on Yelp can increase the likelihood of a restaurant filling all of its tables during peak hours by up to 39 percent.

The problem with relying so heavily on these reviews, however, is that a significant number are fraudulent. As many as one-fifth of all reviews on Yelp are believed to be fake, even after the website removes 25 percent of all submitted reviews as likely falsehoods. TripAdvisor is no safer, with the company identifying 60 different review farms in 2015 alone. The company took legal action against these farms, which pay individuals in cash or free merchandise to write reviews for businesses contracting them to build up their reputations or trash their competitors. This problem is set to grow even worse in the future,

with researchers developing a bot that can churn out believable fake reviews with zero human input.

This may seem like an unwinnable battle for the restaurant industry, but there are measures that can mitigate this problem. Yelp and TripAdvisor typically only take down reviews if they are confirmed to be fraudulent or if the reviewer had a conflict of interest, so it is incumbent on the restaurant to identify the signs of a fake review. One giveaway is identical language on multiple reviews, either on the same restaurant page or spread amongst several. Googling quoted excerpts can reveal duplicates at other restaurants or other review sites, much like how a college professor can detect plagiarism.

Another signifier is multiple reviews posted on the same day. A restaurant that typically only garners one review a week and suddenly receives 20 in a single day would have fair reason to believe that these reviews are fake. There are also third-party tools like Fakespot that assist businesses by sniffing out fake reviews and bringing them to website administrators.

Restaurants' internet presences — both on social media and on review websites — is equally as important as customers' experiences at their brick-and-mortar locations, especially as the COVID-19 pandemic pushes the majority of their business online. Protecting web presence is thus likely to be a vital part of ensuring their continued existence for years to come.

The PYMNTS Mobile Order-Ahead Tracker® gives an overview of the trends and activities across the mobile order-ahead space, as well as the companies that offer relevant solutions and services. Each month, the Tracker's News and Trends section provides a comprehensive update of the latest goings-on of the major industry players, technologies and solutions fueling the consumer-driven ecosystem. This visual representation of the mobile order-ahead ecosystem explains how we organize our News and Trends.

CONSUMER

CONSUMER ORDERING INTERFACES

MOBILE APP	VOICE ASSISTANT	MESSENGER	SMART TV	CONNECTED CAR

CONSUMER ACQUIRERS

QSR BRANDED	QSR AGGREGATORS

INTEGRATORS

QSR ACQUIRERS

ORDER DIRECT	ORDER AGGREGATORS

POS
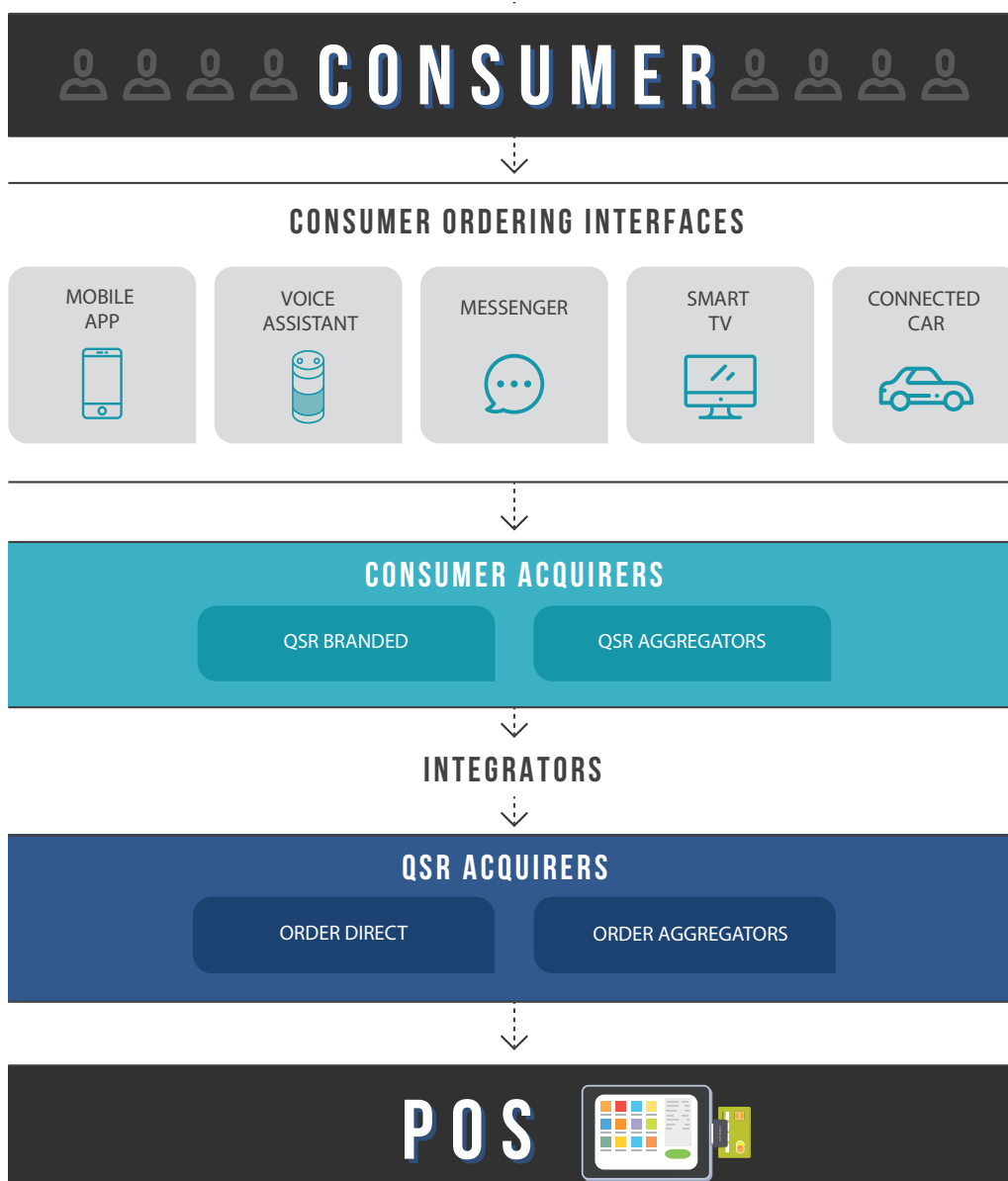
MOBILE ORDER-AHEAD SCORING METHODOLOGY

Companies included in the Tracker Scorecard are the top restaurants providing mobile order-ahead as an integrated offering within their operations. Providers have been scored and ranked based on three primary mobile order-ahead criteria:

01

02

03

ORDERING CHANNELS

How orders can be placed via the app, including whether they can be made through a branded app, third-party aggregator, messenger app or voice-activated app

LOYALTY INTEGRATIONS

How customers can access their loyalty or rewards program accounts via a business' mobile app

APP USAGE

How many people interact with the app, including usage penetration rates, the number of active monthly users and the average session duration in seconds

This month's provider directory assesses 77 leading players in the space and scores them based on their mobile ordering apps' features and adoption levels.

Scoring factors in loyalty and rewards program integrations, the number of active users each month and the average time users spend on the app. Ordering channel options, including whether customers can order by voice and whether orders are placed through a branded app or a third-party aggregator, are also important.

Rank	Provider	Score
1	Domino's	95.5
1	Starbucks	94
2	Burger King	92
3	Chipotle	92
4	Chick-fil-A	90
5	Sonic	89
5	McDonald's	88.5
6	Wingstop	88.5
7	Dunkin'	87.5
8	Pizza Hut	87.5

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
25	0	29	54
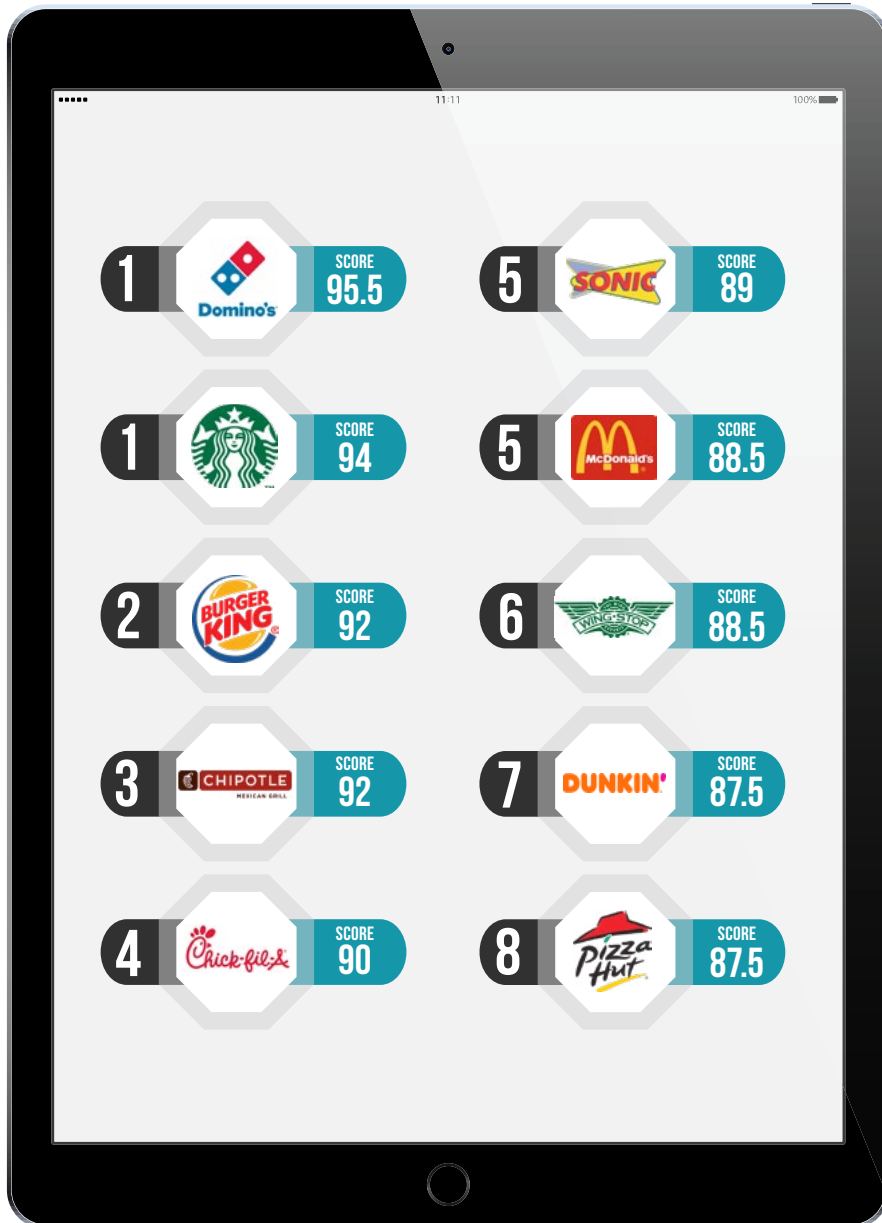
APPLEBEE'S

Launch of mobile order service date: *April 2016*

The Applebee's app allows customers to order and pay ahead. They can also create accounts to save favorite orders and earn loyalty points.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	5	37

ARGO TEA

Launch of mobile order service date: *November 2014*

Argo Tea's app enables customers to preorder and prepay for purchases. It allows customers to scan mobile devices to pay at the counter when picking up their orders, and offers rewards and loyalty features including perks for every 10 visits and credit for downloading the app.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	29.5	61.5

BJ'S RESTAURANT & BREWHOUSE

Launch of mobile order service date: *June 2014*

The BJ's mobile app allows customers to order ahead for takeout or dine-in, and offers split-the-bill features for group orders.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	32.5	64.5

BLAZE PIZZA

Launch of mobile order service date: *March 2016*

The Blaze Pizza app enables guests to order and pay from smartphones and earn rewards including free meals. The app also provides online order histories, reordering capabilities and a nutrition calculator.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
25	25	42	92

BURGER KING

Launch of mobile order service date: *May 2016*

The Burger King app is piloting an order-ahead tool via Facebook's Messenger chatbot. The service would allow customers to place meal orders, select pickup locations and pay for purchases.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	12	44

CALIFORNIA PIZZA KITCHEN

Launch of mobile order service date: *February 2017*

The CPK Rewards app allows guests to order and pay from their phones, and earn rewards they can spend at participating locations.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	13	45

CAPRIOTTI'S

Launch of mobile order service date: *June 2015*

Capriotti's app enables customers to place and pay for orders. It is integrated with the company's CAPAddicts Rewards Program and features a store locator.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	32	64
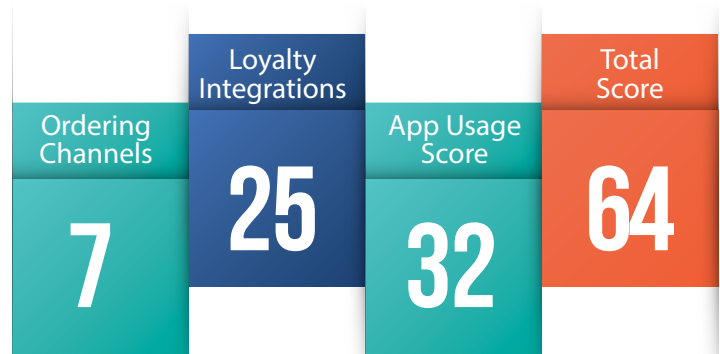
CAVA

Launch of mobile order service date: *November 2013*

The CAVA app enables customers to view the restaurant's full menu, customize dishes, pay in-app and order in advance.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
15	25	50	90

CHICK-FIL-A

Launch of mobile order service date: *June 2016*

The Chick-fil-A app allows guests to customize their orders, pay in advance and skip lines when picking up their meal. It also offers a new rewards program and allows customers to save and reorder favorite items.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	43	75

CHILI'S

Launch of mobile order service date: *September 2011*

The Chili's app enables customers to find the nearest restaurant, put their names on seating wait lists and order meals to-go. It also saves previous orders and integrates with the My Chili's Rewards program.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
17	25	50	92

CHIPOTLE MEXICAN GRILL

Launch of mobile order service date: *January 2009*

The Chipotle app allows iOS and Android users to place orders and pay for them. It also enables users to find nearby restaurants, see menu and nutrition information and access recent orders.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
0	25	10.5	35.5
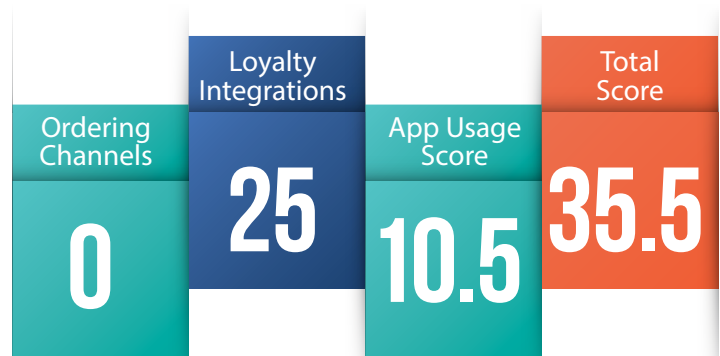
CHOP'T

Launch of mobile order service date: *November 2016*

The Chop't app allows customers to place orders in advance to be picked up in-store, earning rewards. It shows the nearest restaurant and displays nutritional and allergen information about menu items.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
0	25	21	46

COSTA VIDA

Launch of mobile order service date: *November 2015*

The Costa Vida app features order-ahead and rewards capabilities, displays special offers and encourages users to purchase gift cards for friends.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
15	0	27.5	42.5
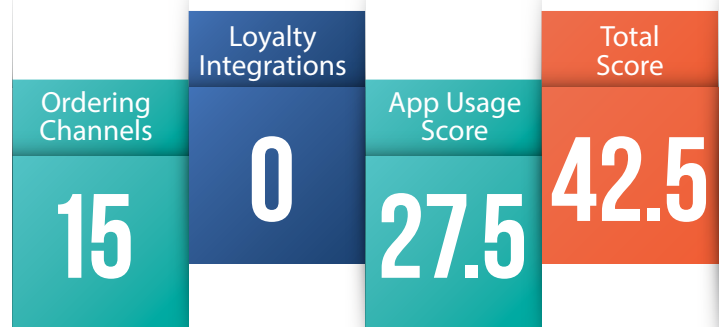
DENNY'S

Launch of mobile order service date: *May 2017*

The Denny's app allows customers to place orders for takeout or delivery, and they can be tracked and are saved together with payment information. The solution also displays nutritional information.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
25	25	45.5	95.5

Top Mobile Order-Ahead Provider

DOMINO'S PIZZA

Launch of mobile order service date: *February 2012*

The Domino's Pizza app enables customers to order and pay in English and Spanish, and earn rewards for purchasing. It connects with Ford Sync to track orders, and customers can place them on the go with Apple Watch or Pebble smartwatch. iPhone users can also access a voice-ordering assistant.

DONATOS PIZZA
Every piece is important.™

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	27.5	59.5

DONATOS PIZZA

Launch of mobile order service date: *January 2017*

The Donatos Pizza app allows customers to place orders and retrieve past order information.

DUNKIN'

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
25	25	37.5	87.5

Launch of mobile order service date: *August 2012*

The Dunkin' app enables order-ahead, gives users free beverages on special occasions and integrates with the DD Card, the Dunkin' prepaid card.

EL POLLO LOCO

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	23.5	55.5

Launch of mobile order service date: *December 2016*

The El Pollo Loco app allows customers to place and customize orders, choose whether to pick up or receive orders via delivery and pay in advance. Customers can also earn reward points and save their order histories.

Companies are organized in alphabetical order.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	33.5	65.5

FIREHOUSE SUBS

Launch of mobile order service date: *August 2015*

The Firehouse Subs App allows customers to order online, find locations and earn rewards. Firehouse Rewards, the restaurant's digital loyalty program, is available at nearly all U.S. locations.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
15	0	36.5	51.5
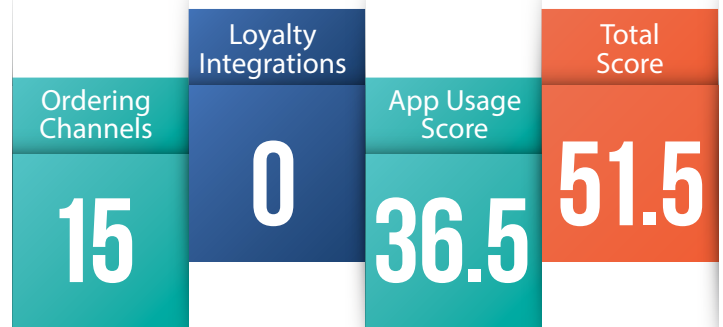
FIVE GUYS

Launch of mobile order service date: *August 2011*

The Five Guys Burgers & Fries app was developed by food ordering platform Olo, and it allows mobile ordering and order history capabilities, among other features.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
15	25	19	59

FREEBIRDS

Launch of mobile order service date: *June 2016*

The Freebirds Restaurant app enables customers to place orders and pay via digital gift cards. They can also scan receipts to earn rewards.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	0	25	32
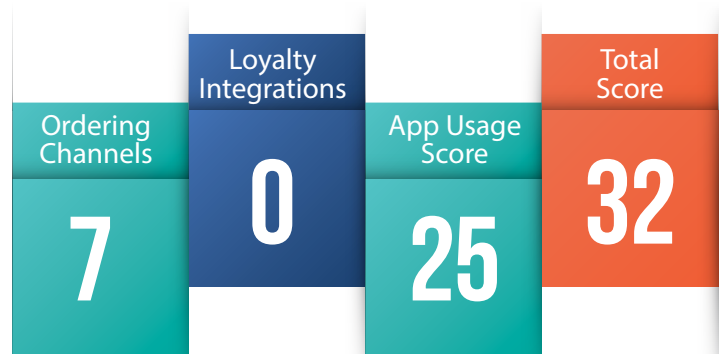
HUNGRY HOWIE'S PIZZA

Launch of mobile order service date: *January 2015*

The Hungry Howie's Pizza app allows customers to place and pay for orders and save payment methods for future use. Users can also create profiles, save orders and reorder past purchases.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	30	62

JAMBA JUICE

Launch of mobile order service date: *August 2015*

The Jamba Juice app helps guests skip lines by enabling them to order and pay in advance. Users can save their preferred stores, earn reward points on their purchases and reorder from stored recent orders.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	43	75

JERSEY MIKE'S

Launch of mobile order service date: *April 2014*

The Jersey Mike's app, created in partnership with Splick.it and available via both Android and iOS, allows customers to locate Jersey Mike's restaurants, choose orders from the full menu, pay ahead and store favorite items for easy return ordering.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
0	0	45	45

JIMMY JOHN'S

Launch of mobile order service date: *December 2014*

The Jimmy John's Sandwiches app allows patrons to order food and pick it up from the closest Jimmy John's location. Customers who sign in with the app can save their order information for future purchases.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	13	45

LA MADELEINE

Launch of mobile order service date: *February 2016*

The la Madeleine app allows customers to make orders, pay for them and earn rewards. It also enables customers to find the closest restaurant location and view the restaurant's menu.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
0	25	5	30

LE PAIN QUOTIDIEN

Launch of mobile order service date: *June 2015*

The LPQ app allows diners to order and pay for food from their phones. It also enables them to pay their bills by scanning bar codes, as well as earn rewards points for purchases and discounts for referring friends.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	31	63

MCALISTER'S DELI

Launch of mobile order service date: *May 2017*

The McAlister's Deli app allows customers to place customized orders, shows nearby locations and displays special offers.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
15	25	48.5	88.5

MCDONALD'S

Launch of mobile order service date: *August 2015*

The McDonald's app allows customers to place and pay for mobile food orders. Users can save purchases for reordering, access exclusive discounts and find locations.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	32	64
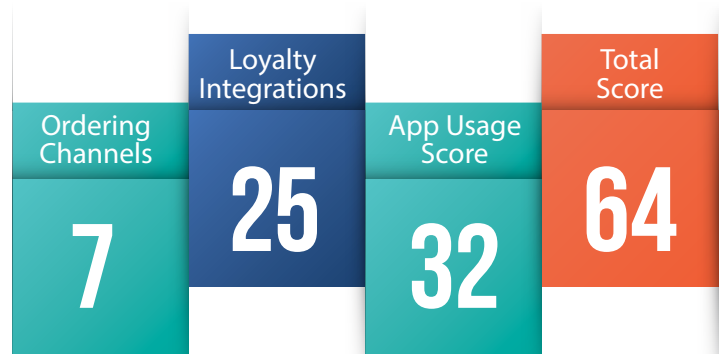
MOE'S SOUTHWEST GRILL

Launch of mobile order service date: *April 2012*

The Moe's Rockin' Rewards app allows customers to place and pay for orders as well as earn rewards points. It also enables customers to find the nearest restaurant location.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	12.5	44.5

MOOYAH

Launch of mobile order service date: *May 2014*

The MOOYAH Rewards app allows customers to place and pay for orders in advance. It also integrates with the MOOYAH Rewards program, a loyalty offering based on points obtained by scanning receipts.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
25	25	37	87

PANERA BREAD

Launch of mobile order service date: *April 2014*

The Panera Bread app is designed to reduce wait times and speed service. It encompasses digital ordering, payments, operations and a revamped guest experience, whether customers are eating in or ordering to go. It also allows for customized menus and use of the MyPanera loyalty program.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
25	25	32.5	82.5

PAPA JOHN'S PIZZA

Launch of mobile order service date: *December 2010*

The Papa John's Pizza app allows customers to choose between delivery and carryout and features special offers. Users can also create accounts to save orders and earn reward points, and the app also provides information on nearby locations.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	22.5	54.5
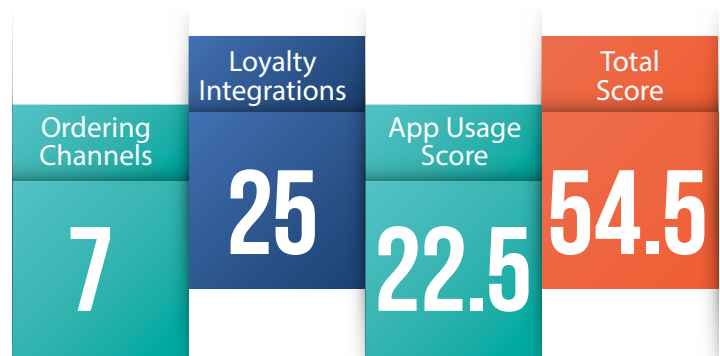
PEI WEI

Launch of mobile order service date: *September 2016*

The Pei Wei Rewards app lets customers order and pay for meals in advance, saves order history, allows access to Pei Wei's rewards program and displays special offers.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
25	25	37.5	87.5

PIZZA HUT

Launch of mobile order service date: *August 2009*

The Pizza Hut app allows orders from a full and customizable menu, helping customers find local deals and the closest stores. It also allows them to pay directly from the app and accepts voice orders.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
8	25	15.5	48.5
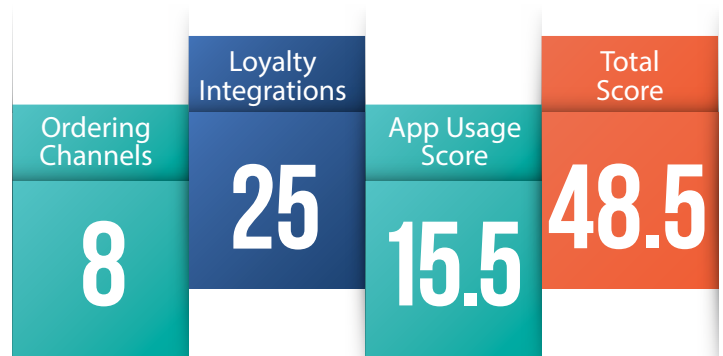
PIZZAREV

Launch of mobile order service date: *November 2016*

The PizzaRev app enables customers to place orders online while earning points for both spending and referring friends. Patrons can also use it to find the closest PizzaRev location and redeem rewards.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
18	0	12	30

PORTILLO'S

Launch of mobile order service date: *August 2016*

The Portillo's app enables patrons to place their drive-through or in-store pickup orders.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	20	52
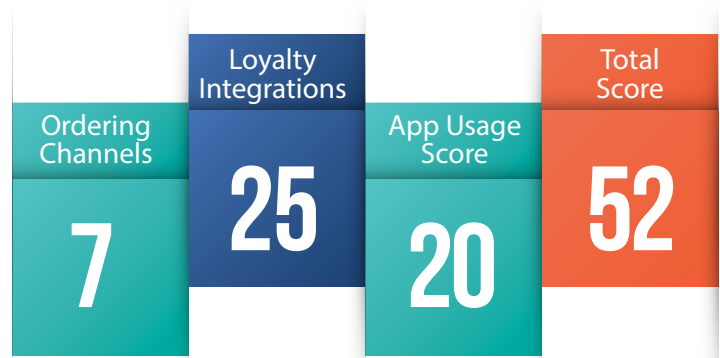
POTBELLY SANDWICH SHOP

Launch of mobile order service date: *March 2017*

The Potbelly Sandwich Shop app lets patrons place orders for pickup or delivery. It also includes Potbelly Perks loyalty program, through which customers earn "smiles" that are later exchanged for meals.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	30	62

QDOBA MEXICAN EATS

Launch of mobile order service date: *December 2016*

The QDOBA Rewards app allows users to order and pay in advance, accumulate points in their reward accounts and find the nearest restaurant locations.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
0	25	28.5	53.5
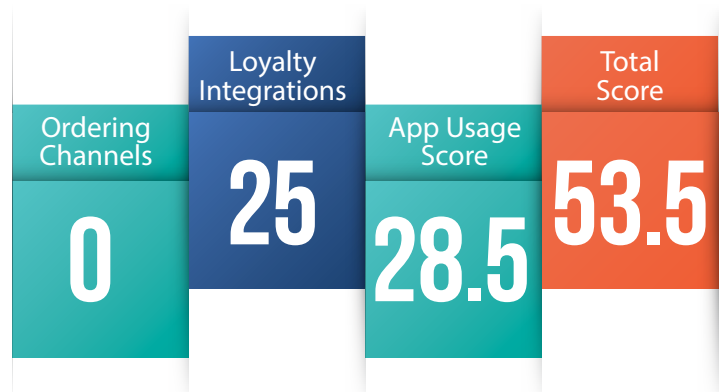
QUIKTRIP

Launch of mobile order service date: *October 2015*

The QT app allows ordering for immediate or scheduled pickups.. It also provides exclusive deals and offers and in-app payments and customers can log in to save orders and preferences. The app also locates nearby branches for customers.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	13	45

QUIZNOS

Launch of mobile order service date: *June 2017*

The Quiznos app enables customers to place and pay for orders, as well as earn loyalty points for each purchase. It also includes a customer feedback feature and promotional offers.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
15	25	36	76
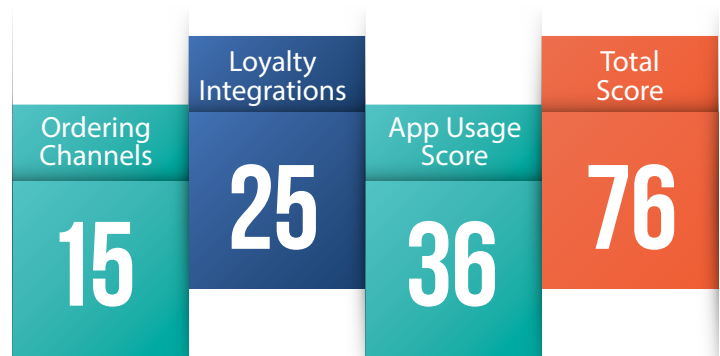
SHAKE SHACK

Launch of mobile order service date: *October 2016*

The Shake Shack app enables customers to place orders in advance, create custom profiles and find restaurants based on their GPS locations.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
18	25	34.5	77.5

SHEETZ

Launch of mobile order service date: *August 2017*

The Sheetz app allows customers to order, earn loyalty points, pay with saved gift cards and view nutritional information.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	19	51
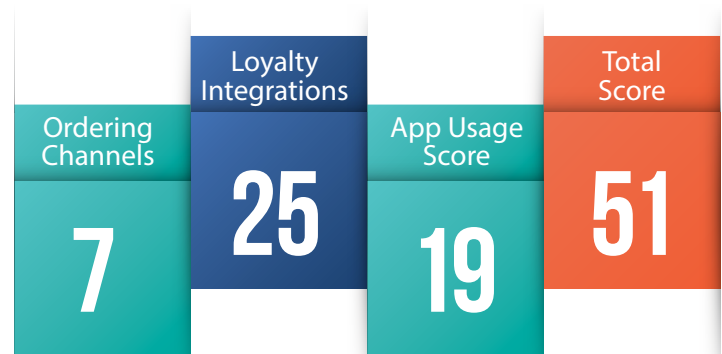
SNAP KITCHEN

Launch of mobile order service date: *December 2016*

Snap Kitchen's app enables users to earn order-ahead prepared meals for pickup. Customers also can schedule meal deliveries for up to a week in advance.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
17	25	47	89

SONIC

Launch of mobile order service date: *May 2014*

The Sonic Drive-In app allows users to place and pay for orders in advance, earn rewards and send and receive digital gift cards.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
0	25	6.5	31.5

SPECIALTY'S CAFÉ & BAKERY

Launch of mobile order service date: *January 2016*

The Specialty's Café & Bakery mobile app enables patrons to make orders and save payment methods and preferences. It also helps customers find the closest locations and look up nutritional information for menu items.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
25	25	44	94

Top Mobile Order-Ahead Provider

STARBUCKS

Launch of mobile order service date: *September 2015*

The Starbucks app allows users to order drinks and food in advance and pay for them via the app. Customers can also find nearby locations, customize orders and view an estimated time frame for order pickup.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
15	25	34.5	74.5

SUBWAY

Launch of mobile order service date: *July 2015*

The Subway app enables customers to place orders 15 minutes in advance. Users can save their purchase histories and earn rewards at participating locations.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	34	66

SWEETGREEN

Launch of mobile order service date: *February 2013*

The sweetgreen app allows users to order from a full menu and access a rewards program.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
25	25	36	86

TACO BELL

Launch of mobile order service date: *October 2014*

The Taco Bell app allows users to order and pay via the app, set pickup times and use gift cards. They can also opt to receive real-time order status updates.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
0	25	44.5	69.5

TEXAS ROADHOUSE

Launch of mobile order service date: *November 2016*

The Texas Roadhouse app enables customers to reserve spots in the table queue before arriving. Users can also pay from the table and earn rewards.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
18	25	17	60

TGI FRIDAYS

Launch of mobile order service date: *July 2016*

The Fridays app allows patrons to order food and beverages for pickup, pay directly from the table, find nearby locations, view the menu and add, check and claim points through the chain's rewards program.

Companies are organized in alphabetical order.

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Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	28.5	60.5

TROPICAL SMOOTHIE CAFE

Launch of mobile order service date: *March 2016*

The Tropical Smoothie Cafe app enables customers to order food and link credit or debit cardsto make on-the-go payments when ordering ahead. It also offers an automatic reward credit earning feature.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
0	25	17	42

VEGGIE GRILL

Launch of mobile order service date: *December 2013*

The Veggie Grill Rewards app allows users to order and pay for meals, and saves payment methods for easy future purchasing. It helps patrons locate the nearest restaurants and tracks both purchases and rewards, including a $9 reward for every $99 spent.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	38	70

WAWA

Launch of mobile order service date: *February 2017*

The Wawa app allows Wawa Rewards members to place and pay for orders via their smartphones. It also enables customers to pay in-store with git cards, check their balances, earn rewards and find nutritional information.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	16.5	48.5

WHICH WICH

Launch of mobile order service date: *June 2015*

The Which Wich app enables customers to order and pay through the platform, and is also connected to Vibe Club Rewards, the restaurant's loyalty program.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
0	0	17	17

WHITE CASTLE

Launch of mobile order service date: *May 2012*

The White Castle app allows customers to order and pay for meals on the go, and to save their favorites for repeat purchasing.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
25	25	38.5	88.5

WINGSTOP

Launch of mobile order service date: *August 2011*

The Wingstop app allows customers to order up to a week in advance, customize their orders and find their nearest stores. They also can place them with the Wingbot virtual ordering assistant through text messages, Facebook Messenger, Twitter direct messages or Alexa voice orders.

Ordering Channels	Loyalty Integrations	App Usage Score	Total Score
7	25	13	45

ZOËS KITCHEN

Launch of mobile order service date: *September 2017*

The Zoës Kitchen app enables customers to place orders via their mobile devices. Other features include user profiles, order histories, rewards and a store locator.

About The Tracker

The PYMNTS.com Mobile Order-Ahead Tracker® is designed to give an overview of the trends and activities across the mobile order-ahead space and the companies that offer solutions and services.

Questions? Comments? Brilliant ideas?

We hope you like the Tracker and we welcome your feedback. Drop us a line at mobileorderahead@pymnts.com.

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