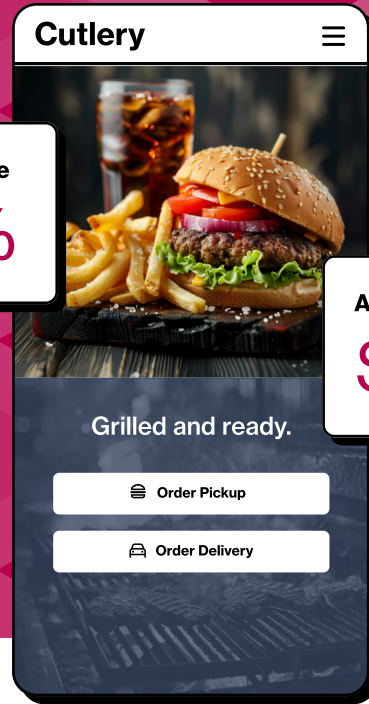## Quantum Metric
for restaurants.

Helping leading restaurant brands build digital experiences that grow loyalty, while driving efficiencies internally.

Cutlery

Conversion rate

↑ 39%

Annual opportunity

$6.2M

Grilled and ready.

🍔 Order Pickup

🚗 Order Delivery

Drive better digital outcomes.

Proactively detect self-service friction and revenue leaks on web, mobile, or kiosk.

Quickly validate and diagnose issues, whether it's a technical error or confusing UX.

Make the business case to prioritize enhancements that drive the biggest lift.

Increase speed and efficiencies across product, technology, and service teams.

"Being able to dissect our API calls and have a beautiful platform to showcase the information just blew us away. We become more and more impressed with Quantum Metric every day."

— Senior UX Manager at a QSR

Watch a demo to see how brands use Quantum Metric to get real-time, quantified insights.

quantummetric.com/product-tour-library

How digital teams use Quantum Metric.

Monitor & detect

- Capture over 300 behavioral and technical signals on web, mobile, kiosk without constant tagging

- Monitor, detect, and alert on shifts from the baseline, including KPI drops or increases in customer friction

Diagnose & quantify

- Validate and diagnose issues impacting customers with segmentation, session lookup, and session replay

- Easily quantify the business impact and scope of customer friction with one click quantification

Discover & optimize

- Drive design decisions with heatmap, page, or journey analysis correlated to business impact

- Ideate and validate experiments faster with real-time insights and side-by-side behavioral analysis

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Pre-built dashboards for every aspect of the digital restaurant journey.

Get started faster with dozens of dashboards based on our industry expertise and work with digital leaders.
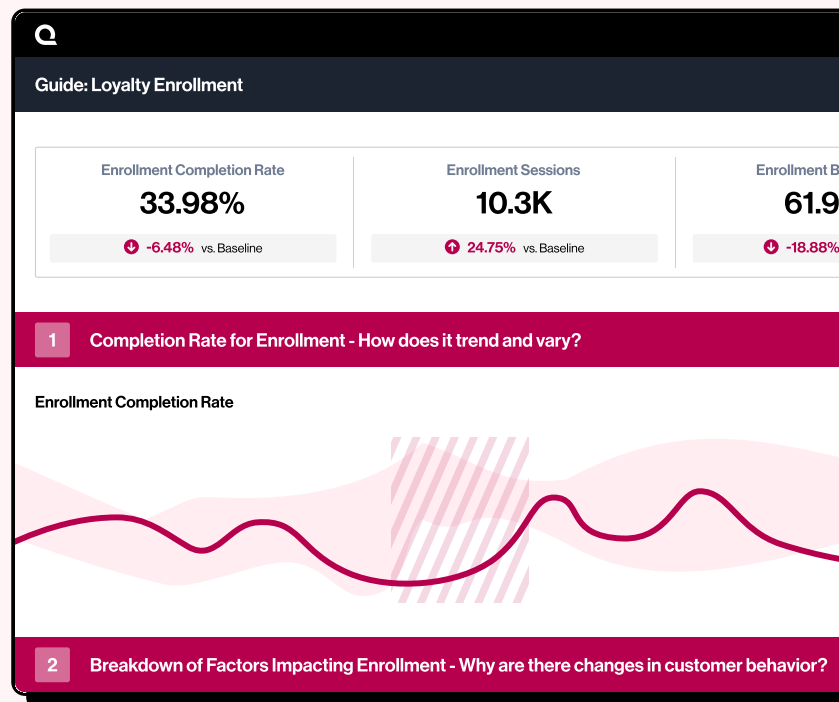
Sample dashboards.

Order fulfillment types.

Instantly understand customer preferences and selections during order flow like: curbside or in-store pickup vs. delivery, ASAP or scheduled delivery, as well as catering options.

View menus.

Automatically track menu usage and engagement, such as scrolling and click behavior. Are users looking for ingredients, dietary options or add-ons, and how does this impact conversion?

[See more dashboards](#)

Guide: Loyalty Enrollment

Enrollment Completion Rate	Enrollment Sessions	Enrollment B
33.98%	**10.3K**	**61.9**
▼ -6.48% vs. Baseline	▲ 24.75% vs. Baseline	▼ -18.88%

1 Completion Rate for Enrollment - How does it trend and vary?

Enrollment Completion Rate

2 Breakdown of Factors Impacting Enrollment - Why are there changes in customer behavior?

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Customer proof.

A major QSR brand improves in-store and online self-service.

A top quick service restaurant chose Quantum Metric to analyze and optimize their digital experience. With Quantum Metric, the company discovered that its diners were encountering multiple page-level friction points impeding their ability to order. Specifically, the company found that some diners wishing to place an order were hitting an inactive order button, lowering conversions on that page by nearly 20%.

Impact:

- After the issue identified by Quantum Metric was resolved by the team, instances of friction dropped by a whopping 96%.

- Conversions grew by nearly 8% in just the first week.

[Read the full study](#)

Request a demo   **View a product tour**