



KING·CASEY



The King-Casey REPORT

Insights and Trends in Restaurants and Foodservice



Curbside To Go Take the Lead, or Get Left in the Dust

Curbside is Here to Stay

No doubt curbside to go has emerged as a key service delivery method as a result of the COVID-19 pandemic. It enables all restaurant brands, and particularly those without drive-thru, to provide their customers with no-contact pick up. Curbside also enables restaurant brands to help offset sales declines that have resulted from having to close down their dine-in service. That being said, curbside to go is here to stay post pandemic, primarily because customers see that it's a more convenient version of takeout.

Curbside to Go: The Current State

When restaurant sales plummeted as a result of the pandemic, many restaurant brands scrambled to implement curbside to go. Not surprisingly, these quick-fix curbside solutions consist of rudimentary elements such as a minimal signage package, a few designated parking spaces and a restaurant employee to hand deliver the customer orders curbside. While these initial solutions are contactless and convenient, they deliver a generic and underwhelming customer experience.

Curbside to Go 2.0

There is an immediate curbside to go business-building opportunity as we enter the post pandemic and the “new normal” that will result from it. Specifically, this opportunity involves taking curbside to go from a generic experience to an ownable, branded and memorable customer experience.

Meaningful Benefits

For restaurant customers, curbside to go provides contactless pickup, “the new gold standard”, greater convenience than takeout and no delivery fees.

For restaurant brands and operators, the benefits of curbside to go are immediate and direct:

- More profitable sales than delivery
- A cost effective investment and solution to increase sales
- A superior service delivery method that will drive incremental traffic
- The time to develop & implement is shorter than other business building initiatives

King-Casey Can Help

For more than half a century, we have been helping restaurant brands grow their businesses and dramatically improve the customer experience. Our highly effective solutions are firmly grounded in insights derived from hard data about consumer behavior. Our solutions are designed to delight your customers and help you achieve your business objectives. We provide a complete range of services including assessment, research, branding, visual merchandising, store design, and rollout. We will help you develop creative, innovative curbside solutions that result in increased customer loyalty, higher sales and greater return on investment.

THE WORLD'S LEADING BRANDS COME TO KING-CASEY TO GET RESULTS

King-Casey, founded in 1953, provides practical, data-driven insights and research-validated solutions for restaurant and foodservice brands. We are renowned as the leader in providing comprehensive, innovative solutions for increasing sales and profitability.

Here is a small sampling of our clients:



Want to Know More? Please call Tom Cook, Principal, King-Casey at (203) 979-7606. Or e-mail Tom at: tcook@king-casey.com. Take the first step in optimizing your curbside to go.

www.king-casey.com