Euclid helps quick service restaurant chain increase breakfast revenues

A quick service restaurant chain that offers breakfast, lunch, and dinner wanted to maximize profits by increasing their number of breakfast customers. As breakfast meals had the highest margins, they were interested in using Euclid data to determine if there was an opportunity to attract existing customers who always came for lunch or dinner and had never visited for breakfast. Additionally, they wanted to use Euclid data on outside traffic, which measures the number of people walking by the restaurant, to gauge if they should offer breakfast at suburban locations where it is currently not offered.

After collecting data from several urban and suburban locations, Euclid was able to determine that repeat customers at most locations only ever visited a restaurant for lunch, except for three locations in high-traffic urban areas, where loyal customers would also come for breakfast and dinner. Euclid also revealed that there was a high amount of morning outside traffic at two suburban locations that did not currently offer breakfast.

The restaurant quickly took steps to capitalize on both of these insights. At locations where lunch and dinner traffic was much higher than breakfast, they began giving breakfast coupons to their lunch and dinner diners to encourage them to visit in the morning. The restaurant also decided to introduce breakfast service at the two locations where there was a large amount of morning outside traffic. These measures generated an immediate increase in high-margin restaurant checks. The management team also decided to install Euclid sensors at every one of their locations to identify further revenue-increasing opportunities across the chain.