

CHATMETER

The 2024 QSR Reputation Ranking

*Ranking the 25 largest quick service restaurants
on food, value and service quality*

INTRO

Quick service restaurants (QSRs) today are in a state of crisis. Across the board, stores are seeing less traffic and less revenue from consumers. Traffic to QSRs declined by 2.3 percent in the second quarter of 2024, following a 3.5 percent decline in the first quarter, according to [Revenue Management Solutions](#) data.



While analysts have been quick to point to inflation and pricing as the culprit behind slowing traffic, our analysis found that consumers have real and valid complaints about their dining experience at QSRs.

While the overall percentage of reviews mentioning pricing actually dropped slightly year-over-year (YoY), reviews mentioning customer service increased by 19.1% and wait times by 8.5%.

The companies that are hoping to bring customers back into restaurants need to focus on listening to their customers in real time, addressing issues faster and delivering a consistent experience at every location.

So what are the top-ranked restaurants getting right?

Key Takeaways for Quick Service Restaurant Leaders

Before we get into the rankings, let's dive into some key considerations for QSRs.

The average review received 3.6 stars in 2022, down just slightly from 3.7 stars in 2023. But star ratings don't always tell the whole story, with consumers often awarding a higher overall rating in reviews that mention potentially serious issues.

"Today, customers are using their mobile phones while in the restaurant or the drive through to provide nearly instant feedback, whether it's via reviews or social media," explains John Mazur, CEO of Chatmeter. "Every brand is at risk of going viral for the wrong reasons. Going beyond star ratings to understand emerging trends or problems in customer chatter, can help quick service restaurants make better, faster decisions that improve the customer experience."

With customer service a dominating theme in reviews, our analysis found that overall perception of customer service at QSRs actually improved slightly. But while QSRs are investing in this area, they aren't doing enough. Negative feedback still dominates reviews when it comes to customer service.

While a quantitative analysis of reviews shows consistent star ratings and persistent themes, we used Signals to drill down and analyze the language in customer reviews to better understand what's actually going on at QSRs.

MANAGER MELTDOWN

- The percentage of customer service-related reviews mentioning "manager" increased 14.6% YoY.
- While perception of managers slightly improved YoY, most customer reviews about managers leaned negative, citing rudeness and poor leadership qualities.
- Managers were frequently described as having poor customer service skills, and some reviews even highlighted instances where managers handled staff issues inappropriately in front of customers.
- Overall, reviews underlined the need for more consistent managerial training to improve customer interactions and foster a more positive environment. Manager issues could be the root cause of many other prominent issues found throughout reviews.

CUSTOMER SERVICE CHAOS

- Customers regularly reported slow service, staff confusion, staff inattentiveness, incorrect orders and unprofessional communication. The percentage of reviews mentioning staff attitude increased by 21.8% YoY.
- While some reviewers praised specific staff members for courteous behaviors and cited improvements in customer service, negativity still dominated feedback. The percentage of customer-service related reviews mentioning a mistake increased by 6.9% YoY.

NOT SO FAST FOOD: WAIT TIME WOES

- The percentage of reviews mentioning wait times increased by 8.5% YoY. Of wait time-related reviews, the percentage mentioning that orders took a "long time" increased 34.7% YoY.
- Customers generally expressed dissatisfaction with wait times, with some reviews citing waits of 30 minutes to an hour.
- In many instances, mobile or pre-ordered pickups were not ready on time. While the percentage of reviews mentioning mobile and online orders was less than 1% overall, the portion of reviews mentioning "online" grew by 24.5% and the portion of reviews mentioning "mobile" grew by 52% YoY. Reviews with these terms skewed negative, indicating a potentially growing threat to QSRs' reputations as more consumers adopt mobile ordering.
- Long wait times were aggravated by a lack of apologies and communication from staff. In fact, reviews commonly pointed out that staff were inattentive, chatting or being idle instead of prioritizing customer orders.
- These issues drove customers to leave without receiving their orders, or consider not returning due to the poor experience.

OVERPRICED: QSRs Struggle to Deliver Value, Communicate Pricing Changes Effectively

- While customer service issues emerged as a dominating theme of 2024, pricing was still an issue. The percentage of pricing-related reviews describing the restaurants as "overpriced" increased by 43.2% YoY, while the percentage of pricing-related reviews describing them as "cheap" decreased by 10.8%.
- While consumers were obviously turned off by inflation-driven pricing, there were clear opportunities where QSRs missed the mark in showing their value. Many reviews, for example, reported discrepancies between advertised prices and what was charged at checkout. Customers felt blindsided and deceived, especially when in-store menus had not been updated to reflect higher pricing and staff did not proactively communicate it before processing an order.
- Customers often compared the restaurants' pricing unfavorably to traditional sit-down restaurants. Many felt they would have received better value at traditional restaurants, where service standards and portion sizes better match the prices charged.

RANKINGS

Overall Ranking of Quick-Service Restaurants

In order to create this ranking, our researchers selected 100 locations from each chain. Because the number of reviews may be different across the different restaurants, the data needed to be normalized for the number of reviews. Then, our team weighed the star rating and normalized review volume to calculate an average rating for the three categories (food quality, service quality and value).

RANK	BRAND
1	Chick-Fil-A
2	Hardee's
3	Arby's
4	McDonald's
5	Wendy's
6	Jack In The Box
7	Zaxby's
8	Panda Express
9	Five Guys
10	Taco Bell
11	Chipotle
12	Sonic Drive-In
13	Panera Bread
14	Firehouse Subs
15	Burger King
16	Popeyes Louisiana Kitchen
17	Jersey Mike's
18	Wingstop
19	Little Caesars
20	Domino's
21	KFC
22	Pizza Hut
23	Papa Johns
24	Jimmy John's
25	Subway

Food individual ranking

One of the ways multi-location businesses can better understand the impact of menu changes is via AI-powered sentiment analysis. When a new menu item is introduced, Chatmeter clients are able to create a report that filters every review for mentions of the menu item, so they can get feedback in days – not weeks – on what their consumers think.

To calculate this ranking, Signals was asked "What do customers think of my food quality?" for each account.

RANK	BRAND
1	Chick-Fil-A
2	Popeyes Louisiana Kitchen
3	Panda Express
4	Zaxby's
5	Chipotle
6	Arby's
7	Five Guys
8	Hardee's
9	McDonald's
10	Jack In The Box
11	Panera Bread
12	Wendy's
13	Firehouse Subs
14	Jersey Mike's
15	Taco Bell
16	Burger King
17	Pizza Hut
18	Domino's
19	Wingstop
20	Sonic Drive-In
21	KFC
22	Little Caesars
23	Jimmy John's
24	Subway
25	Papa Johns

RANKINGS

Service quality

Service quality is critical to the success of QSR. Using Signals, Chatmeter clients can quickly get a pulse on what customer feedback is across reviews, social and surveys for their customer service. For this analysis, our researchers asked Signals "What do people think about my customer service?"

RANK	BRAND
1	Chick-Fil-A
2	McDonald's
3	Wendy's
4	Jack In The Box
5	Hardee's
6	Sonic Drive-In
7	Taco Bell
8	Arby's
9	Zaxby's
10	Burger King
11	Chipotle
12	Little Caesars
13	Panera Bread
14	Panda Express
15	Wingstop
16	Five Guys
17	Firehouse Subs
18	Jersey Mike's
19	Domino's
20	Pizza Hut
21	KFC
22	Papa Johns
23	Jimmy John's
24	Subway
25	Popeyes Louisiana Kitchen

Pricing/value individual ranking

Tracking the impact of competitors' pricing changes is critical in competitive local markets. Are you leaving money on the table by not charging more? Or are increasing prices turning customers away? By analyzing reviews for mentions of pricing, QSR customers can quickly provide the answer. To create this ranking, Signals was asked "What do customers think about my pricing?"

RANK	BRAND
1	Hardee's
2	Arby's
3	Chick-Fil-A
4	Five Guys
5	Wendy's
6	Popeyes Louisiana Kitchen
7	Domino's
8	Sonic Drive-In
9	Wingstop
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20	Panera Bread
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24	Jimmy John's
25	Subway

COMPANY RESULTS



OVERALL RANK	CATEGORY RANK	FOOD QUALITY	SERVICE QUALITY	PRICE/VALUE
1	1	1	1	4
CHICKEN				

FOOD QUALITY

The food quality at Chick-fil-A is a clear strength of the brand. Customers praised the taste and freshness of the chicken sandwich chain's food. The only negative reviews relating to the food came from customers complaining about longer wait times for their meals to be delivered and inconsistent food quality, but these were only a few reviews.

SERVICE QUALITY

Chick-fil-A staff are friendly and the service is quick, according to customers. Most customers feel positive about the service they received, with many reporting the staff are friendly, attentive and polite and only a few complaints about inaccurate orders or unhelpful staff. However, Chick-fil-A wasn't immune to the manager issues plaguing the industry. Customer feedback on managers specifically skewed negative, with customers frequently citing rude or dismissive behavior from managers, and a lack of organization or training during busy periods.

VALUE

According to [Newsweek](#), Chick-fil-A has increased prices by 21 percent since 2022 – and customers are feeling it. Multiple customers expressed frustration and dissatisfaction with the prices, noting multiple times that the prices have increased in recent years. Some customers also expressed disappointment at the portion sizes of their meals.

★★★★★ 7/31/24
 Chick-fil-A serves the best quality sandwiches and is my favourite place to eat when in the USA. Unfortunately they have not expanded in the rest of the world. I tried a spicy chicken deluxe sandwich which had a very good test. The outlet is crowded during peak hours and does not operate on Sunday.
 Google: Abhijeet Singh

★★★★☆ 4/21/24
 1st time eating here, we went through the drive-thru So I'm not sure about inside. Really nowhere to park if you did want to go in. I thought portion size with small for the price. The frozen lemonade was really good. The food is good but the drive-thru is so hectic their layout is horribly designed. It's usually all really busy no matter what time you go.
 Google: Elizabeth Lambert

BUSINESS
Chick-fil-A has raised its prices more than 20% as inflation rages
 By Shannon Thaler
 Published Jan. 2, 2024, 2:52 p.m. ET
 48 Comments



OVERALL RANK	CATEGORY RANK	FOOD QUALITY	SERVICE QUALITY	PRICE/VALUE
2	1	8	5	1
BURGER				

FOOD QUALITY

The Hardee's menu is known for its diversity: serving lunch meat sandwiches, burgers, chicken, wraps, as well as biscuit sandwiches for breakfast. However, customers complain that the food at Carl's Jr./Hardee's is hit or miss. Many customers complained about the burgers being overcooked and not fresh, with longer wait times for fresh food. Many customers also complained that the quality has declined in recent years.

SERVICE QUALITY

Reviews mentioning customer service are more mixed for the iconic brand. The biggest complaint? Slow wait times and delays in receiving orders. But, customers also reported that staff are friendly and polite.

VALUE

Value is where this brand really shines compared to others. While customers have complained about other chains increasing their prices, Carl's Jr./Hardee's has received more mixed reviews. Some reviews express frustration at the high cost, saying the cost has gone up over time, but others say the food is worth the expense.

★★★★★ 7/31/24
 From the drive-thru ordered two chicken tenders wraps and Frisco burger. The employee was very friendly and helpful. The food was delicious.
 Google: Doris Winham

★★★☆☆ 6/21/24
 Slow service, appears they are lacking adequate staff. We were the only ones in the store, we were not there during a busy time. Parking: Individual parking lot
 Google: Louise

★★★★★ 7/21/24
 Very helpful with choosing menu items at a good value
 Google: Carl

COMPANY RESULTS



FOOD QUALITY

Customers are overall satisfied with the food at Arby's – with some complaints. Online orders take longer to prepare and the quality is inconsistent. Most customers appreciate that the food is always hot and fresh, however, some customers have even said that the quality of the food has declined in the last year and that their burgers have been overcooked.

SERVICE QUALITY

This is the biggest area of improvement for Arby's: service. Customers frequently complain that service is slow and staff are rude. A lack of friendliness and efficient service are the most common complaints, vastly outweighing the few positive mentions of quick service.

VALUE

Arby's received fewer complaints and negative reviews that mentioned pricing compared to other chains, but the feedback on the value of Arby's menu is still negative. Overwhelmingly, customers have complained that prices at Arby's have increased in recent years. Case in point: the price of the Corned Beef Reuben Meal (a beloved Arby's item) **increased by 62%** over the last decade, going from \$7.39 in 2014 to \$11.99 today.

Arby's, 8290 Roseale Hwy, Bakersfield, CA, 93312-2163, US

7/21/24

I was really excited to try their new deli burger, sassy I was very disappointed the burger tasted horrible no seasoning at all it tasted like the meat was boiled. I won't be going back.

Jessica Flores

Arby's, 1203 N Cass St, Watahah, TN, 46992-1027, US

7/21/24

Slow as molasses. Even when other cars in the drive thru, I wait to order, wait to pay, pull forward to wait for poppers...

Jeanne Temple



FOOD QUALITY

The quality of McDonald's food is a clear weakness for the iconic chain. Customer sentiment is overall negative, with many complaints about old and reheated items, as well as issues with incorrect orders and missing items. Many customers also feel that the food quality has declined over the last year.

SERVICE QUALITY

McDonald's ranks above every other chain except Chick-fil-A for the service experience – but customer sentiment about the service is still negative. The main issue? Service is slow, especially during breakfast hours. Some customers also receive incorrect orders and report having to wait for the sauces and condiments that are supposed to come with their orders.

VALUE

Customers are very unhappy with the value they receive when they get McDonald's. Not only are their complaints about the prices being too high, but there are also negative reviews that mention being overcharged for items that should be included, like a cup of ice water. **The price increases at McDonald's** recently took social media by storm, but even the official response from McDonald's admits that the price of a medium fry went up by 44%.

The brand has even kicked off a "Summer of Value" this year after the negative coverage, offering a \$5 value meal and "Free Fries Friday" promotion through the end of this year. However, their customers still feel that the value menu prices are too high and there are few choices and limited options for it.

McDonald's, 423 Swanson Dr, Lawrenceville, GA, 30043-8535, US

4/22/24

Don't come here if you are in a hurry. Sat in drive through line 12 minutes. Then sat at window for 10 minutes then asked to move up to sign and waited another 15 minutes. All for two bagel meals.

Gary Gombals

McDonald's, 121 N Tyndall Pkwy, Panama City, FL, 32404-6431, US

4/22/24

Ask for a sec McGriddle meal and got a sausage McGriddle no eggs or cheese and was charged for everything separately instead the meal price. Worst experience ever

Rae Greene

McDonald's, 121 N Tyndall Pkwy, Panama City, FL

4/22/24

I made a mobile order and they tried to say they didn't have the food to make it at like 107 I dunno if its true or not but either way its poor planning/poor manag poor service. cant get my money back for up to a week, and then I went to the burger king which mind yall I also hate, and watched them serve SEVERAL other have several staff members and customers inside.

Katie

COMPANY RESULTS



FOOD QUALITY

The perception of the food quality at Wendy's leans negative, according to the burger chain's customers. Many reviewers feel the food is "lower quality" than other fast food restaurants and report that it's not fresh. Some reviewers also question the standards and cleanliness overall of the locations.

SERVICE QUALITY

Customers have mixed feelings about the service at Wendy's restaurants. While it is ranked third and above 22 other quick service restaurant chains, customers still report many instances where the service did not meet their expectations. The biggest complaints? Long wait times, rude employees and mistakes with orders.

VALUE

Customers have a negative view of the value they're getting from Wendy's meals. While there are some complaints about higher prices and prices increasing, a bigger issue is the portion sizes decreasing and incorrect pricing. Multiple customers report they are charged for items not received or are being given the wrong prices at the register. The app is also the subject of frequent complaints, with customers reporting the deals on the app do not work at the register.

Wendy's, 1623 W Division St, Chicago, IL, 60623-3809, US

★★★★★ 4/21/24

At 25 minutes, it was a long wait for fast food.

Google Doug Fuller

Wendy's, 2296 Thunderstick Dr, Lexington, KY, 40505-9002, US

★★★★★ 4/22/24

Pretty good, the cashier charged us for fries that we never received and didn't particularly care when we asked to actually have them. The food was alright though.

Google Katherine

Wendy's, 84 East Germann Road, Gilbert, AZ, 85297, US

★★★★★ 4/21/24

I love Wendy's burger! I got one pretty much every weekend while doing errands. Now my son loves getting their kids meals.

Google Mshela Miller

FOOD QUALITY

Overall, reviewers had positive comments about Jack in the Box food. With many comments noting fresh, delicious food, it's clear that the burger chain has impressed customers with the menu. However, a few comments noted overcooked food and that the food had been sitting out at a few locations; enforcing training for cooking times and freshness should be a priority.

SERVICE QUALITY

Slow service, poor customer service, rude staff and incorrect orders dominate Jack in the Box's service reviews. The overall sentiment about the service skews negative; it's clear that while reviews of the food skew more positive, it's the service that keep customers from returning.

VALUE

The big theme of Jack in the Box's reviews on value: prices have increased and are too expensive. While many reviews note that Jack in the Box used to be a good value, they note that today's prices are "ridiculous" and "outrageous." The company itself has confirmed that prices have indeed gone up; in a [recent earnings call](#), CEO Darin Harris said menu prices would increase by six to eight percent this year.

Jack in The Box, 1313 South Providence Center Drive, Cedar City, UT, 84720, US

★☆☆☆☆ 4/27/24

Took wayyyy too long to get our food. Ordered drive through (dining in wasn't available) and it took over 30 minutes after ordering to have our food brought out to our car.

Google Rachael Roberts

Jack in the Box, 5517 Pacific Ave, Tacoma, WA, 98408-7642, US

★★★☆☆ 4/20/24

\$50 for 3 meals. Quality not great. I used to love eating at jack in the box. Now, not worth the price. Very disappointed.

Google Sophia Prom

Jack in the Box, 43628 10th St W, Lancaster, CA, 93534-4824, US

★★★★★ 4/20/24

Definitely feel like this place is underrated. This location always goes above and beyond for me. Food is always fresh and staff is always friendly. I love using the app for rewards points too! So many deals and free food. Kid-friendly. Kids meals!

Google Queen Sentra Ramos

COMPANY RESULTS



OVERALL RANK	CATEGORY RANK	FOOD QUALITY	SERVICE QUALITY	PRICE/VALUE
7	2	4	9	19

CHICKEN

FOOD QUALITY

The reviews mentioning the food at Zaxby's are positive overall. Customers appreciate that the food is fresh and well-seasoned. From the chicken tenders to the salads, the food receives rave reviews, with only a few mentions of inconsistent food quality and some complaints that the chicken is greasy or bland.

SERVICE QUALITY

This is the area where Zaxby's can improve the most. Slow service, long wait times, rude employees, food preparation mistakes, and an overall lack of attention to detail are recurring themes in Zaxby's reviews.

VALUE

Like many other fast food establishments in this list, customers have complained that the prices have increased. However, Zaxby's reviewers chief complaint is that they are now charged extra for the sauces, condiments and beverages that used to be free, as well as decreasing portion sizes compared to prior years.

4/20/24 Zaxby's Chicken Fingers & Buffalo Wings, 403 E Oglethorpe Hwy, Hinesville, GA, 31313-3612, US
 Food great. Service slow but not because employee at the counter. Possibly the slowdown was in the kitchen. Woman taking orders was very kind.
 P Wolf Papaw

4/20/24 Zaxby's Chicken Fingers & Buffalo Wings, 11910 Asheville Hwy, Inman, SC, 29349-1806, US
 Food is usually decent. But they charge you extra for sauce and then always forget it out the window.
 Emilie Lang

4/20/24 Zaxby's Chicken Fingers & Buffalo Wings, 5303 S Miami Blvd, Durham, NC, 27703-8443, US
 This is my favorite place to visit once I touch down at RDU airport (not to far). The sauce is better than cane sauce, and the toast is better too. The wing and tenders combo is my go to. I love the peach tea and frozen lemonade.
 shanelle robbins



OVERALL RANK	FOOD QUALITY	SERVICE QUALITY	PRICE/VALUE
8	3	14	10

FOOD QUALITY

The overall reviews are negative for the food at the Asian chain restaurant. The biggest issue: inconsistency. Many customers reported that the food can vary greatly in terms of quality and freshness from visit to visit. There were also some complaints about rice and noodles not being cooked properly and food sitting out for too long.

SERVICE QUALITY

There's room for improvement with the service as well. Customers have expressed frustration with rude and unhelpful employees, as well as slow service and incorrect orders. There is a recurring theme of lacking friendliness and customer engagement, with several reviewers stating that they did not feel welcome or acknowledged by the staff.


VALUE

Prices have increased and portion sizes have decreased, according to Panda Express reviewers. Some are also reporting that they were charged extra for certain items, such as shrimp, without it being clearly outlined on the menu. [One viral TikTok story](#) even called out that Panda Express takeout containers are shrinking.

FOOD & DRINK
Panda Express customer shocked that takeout container may have shrunk: 'It's not much food'

6/20/24 Panda Express, 1400 Georgia Hwy 20, McDonough, GA, 30258, US
 The food was warm but lacked seasoning. The crab rangoon was soggy in the middle and overcooked around the edges. I had not eating Panda Express in years; I remember why now!
 Patience Faith

6/26/24 Panda Express, 1151 East State Highway 152, Mustang, OK, 73064, US
 Didn't take too long to get through the drive through however, as soon as I get home I'm met with missing sauces and what looks to be half of what I paid for. I understand that they have to go fast to get orders out, but when food is missing, it's a bit disappointing.
 Blyden Carver



COMPANY RESULTS



FOOD QUALITY

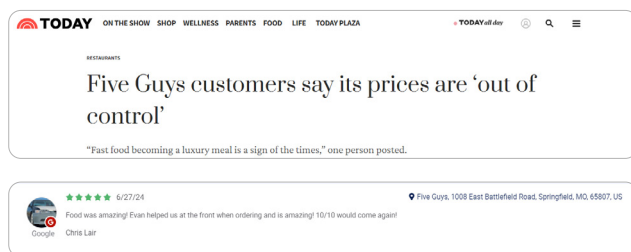
The food is a strength for the Five Guys brand. Reviewers mention delicious, fresh burgers and crispy fries and are overall positive about the food at the popular burger chain.

SERVICE QUALITY

The big theme in Five Guys' reviews: slow service. Customers expressed frustration at the long wait times, as well as unfriendly staff and order mistakes. There are some positive comments about the service – but the negative comments definitely outweigh the positive for Five Guys.

VALUE

This is a big area for improvement for Five Guys. Although customers are happy with the food, they frequently complain that they paid too much for it. Reviewers mention frequently that the prices have increased significantly and that the prices are difficult to justify. Earlier this year, a customer posted their receipt for a \$24.10 meal at Five Guys on Reddit and [the story quickly took on a life of its own](#).



FOOD QUALITY

The general consensus is that the food quality at Taco Bell is decent, with some positive reviews appreciating the freshness, flavor, and correct preparation of the food. However, there are a few negative comments about specific items being poorly made, like overly salty steak. It appears there is room for improvement in terms of consistency, as some reviewers mentioned that the quality has declined over time. Overall, sentiment is positive regarding the food at Taco Bell.

SERVICE QUALITY

The service at Taco Bell is another area for improvement, particularly with regards to wait times. There were also frequent mentions of order inaccuracies and missing items, indicating a lack of attention to detail from the staff. Some customers encountered rude or unhelpful employees, as well. Despite these issues, there were a few positive comments about friendly and fast service, suggesting that there may be some variation in the quality of service depending on the staff members present or the store location.

VALUE

Customers express frustration with the prices at Taco Bell – feeling they are too high for what they receive in terms of quantity and quality. Some customers noticed prices are higher in some Taco Bell locations compared to others, and also as compared to other QSR competitors. There were also complaints about prices increasing over time, making frequent visits unaffordable. A few customers mentioned discrepancies between advertised prices and what they were charged, as well. To combat value complaints, [Taco Bell promoted a new value menu in June 2024](#) with its signature item being the Luxe Cravings Box, which serves a collection of its most popular foods at a 55% discount.



COMPANY RESULTS



FOOD QUALITY

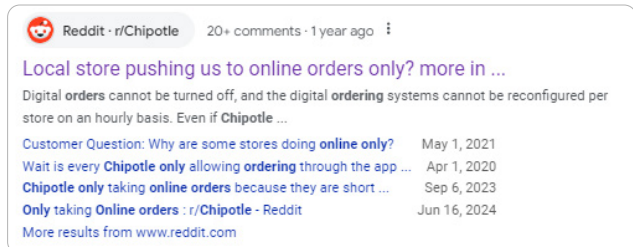
Customers have a negative perception of the food at Chipotle. Customers complain the food is not fresh, with several mentions of dry or burnt meat. Inconsistent portion sizes and missing ingredients in orders were also highlighted.

SERVICE QUALITY

Customer reviews indicate there are numerous issues with the service provided by Chipotle. Unresponsive staff, long wait times, and hostile attitudes were pointed out in frequent complaints about slow and rude service. Concerns are also about the lack of hygiene and cleanliness of the restaurant – calling out dirty tables, counters, and a messy food preparation area. Some Chipotle locations also have an online-order only system, which has left many customers frustrated and dissatisfied.

VALUE

People tend to have a negative opinion of the prices at Chipotle. They believe prices are too high for what they get – pointing out portion sizes have gone down – and feel prices are only going up. Many customers are also aggravated with being charged so much extra for certain items such as guacamole and queso. While Chipotle denies their portion sizes have gone down, [disenchanted Chipotle customers have taken to social media](#) to highlight the issue, with one online food critic asking “Where the chicken at?” as he struggles to find chicken in his burrito bowl.



FOOD QUALITY

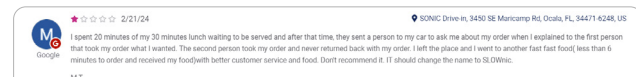
Reviews make it clear there are significant concerns about the food quality at Sonic Drive-In. Many customers describe the food as mediocre or below average, with one specifically calling out the overly salty chicken as disappointing. Others say the food is hit or miss, with some instances of it being fresh and others not. Many reviews also note the food is bland or lacks taste, which suggests a lack of flavor and culinary quality.

SERVICE QUALITY

Sentiment around service quality at Sonic is negative. Many customers mention experiencing slow service, with wait times ranging from 10 to 45 minutes. Several guests also complain about rude or unfriendly staff, mentioning instances of employees rolling their eyes and being defensive. Orders are often incorrect as well – with missing items or the wrong food or drink. Sentiment suggests opportunities for employee training around speed, efficiency, attention to detail, and customer service.

VALUE

The reviews consistently show customers feel the prices at Sonic are too high for the quality and value of the food. Guests feel prices have increased significantly despite the poor quality of food, and believe they're being overcharged. Many customers have also complained that they are not aware of promotions or discounts available.



COMPANY RESULTS



FOOD QUALITY

Customers are very dissatisfied with the food at Panera Bread overall – with reviews highlighting many concerns. Many customers mentioned employees don't follow proper food safety protocols, such as not wearing gloves while handling food. Additionally, cleanliness was a recurring issue, flagging tables, seats, and bathrooms as dirty. Several customers also experienced issues with incorrect or missing items in their orders. Lastly, there were mentions of food quality having declined. [Panera publicly loosened their food ingredient standards in early 2024](#) and it appears to show. Customers' concerns point to a need for improvement in food quality, cleanliness, and order accuracy at Panera Bread.

SERVICE QUALITY

Customer sentiment towards service at Panera Bread is mostly negative. While some customers praised the quick and friendly service they received, highlighting the convenience of mobile pick-up and the excellent attitude of the staff, many others experienced Panera Bread very differently. Slow service and long wait times were a frequent complaint, with many reviewers mentioning significant delays in receiving their orders, both at the drive-thru and in-store.

Finally, there were many complaints about the behavior of certain staff members. Customers mentioned encountering rude and unprofessional employees who either disregarded their requests or were disrespectful to them entirely.

VALUE

People tend to have a negative opinion of the prices at Panera Bread, with many customers feeling the prices are too high for what they receive. They describe the restaurant as overpriced and expensive, especially because they feel the portion sizes are too small. Several reviewers express frustration with the inconsistency of pricing and the confusing pricing displays, particularly mentioning lack of clarity around the "You Pick 2" menu.



FOOD QUALITY

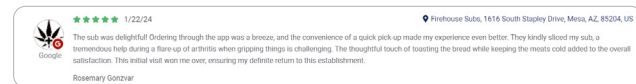
Firehouse Subs food reviews are very positive. They consistently mention the food is delicious and fresh, with some reviewers praising the high quality ingredients. However, some reviews suggested incorrect orders and mistakes in food preparation leave room for improvement.

SERVICE QUALITY

Unfortunately, reviews indicate service at Firehouse Subs is an area to improve. Customers often mention slow service and long wait times, with multiple instances of employees being rude and unhelpful. There are also frequent complaints about incorrect orders and mistakes in food preparation, suggesting a lack of attention to detail and quality control. Additionally, customers express frustration with poor customer service, both from store employees and the corporate office.

VALUE

Despite high customer satisfaction with food quality, most customers believe prices are too high. Some customers even commented that they could get better value for their money at other sub sandwich places. Others compared the prices charged to those of sit-down restaurant meals – where customers felt they could get more for their money.



COMPANY RESULTS



OVERALL RANK	CATEGORY RANK	FOOD QUALITY	SERVICE QUALITY	PRICE/VALUE
15	7 <i>BURGER</i>	16	10	17

FOOD QUALITY

Customer reviews reveal opinions on Burger King food are divided, but lean negative. While some customers praise the freshness and taste of the food, others point out a decline in food quality – with some even pointing out they received cold food. Some of the feedback specifically mentions missing or incorrect items in their orders, which likely contributes to a negative perception of food quality. Bad experiences have led some to question the attention to detail and consistency in preparing their food as well. Addressing issues with order accuracy and consistency would provide a great opportunity for sentiment around Burger King’s food to improve.

SERVICE QUALITY

Indifferent and rude employees, slow service, confusion with orders, and issues with cleanliness come up in Burger King reviews – pointing to negative perception of service from customers. Slow service was also a common complaint, especially during peak hours, which resulted in long wait times for orders to be taken or prepared. Additionally, customers mentioned confusion with their orders and mistakes in food preparation, including missing ingredients and incorrect orders.

VALUE

Negative mentions about the value and prices at Burger King are consistent throughout their reviews. Customers often mention prices are higher than expected or exorbitant, with some feeling they were being ripped off or overcharged.

1/22/24
Burger King, 104 Egg Harbor Rd, Sewell, NJ 08080, US
Just horrible. I waited to order in the drive thru for 10 minutes. Staff doesn't know how to use a gift card. Cooks c add my follow special instructions I guess you can't have it your way.
dave weatherly

1/22/24
Burger King, 20699 N John Wayne Pkwy, Maricopa, AZ, 85139-5847, US
Every time I go to this location the service is terrible. The last two times I went through the drive thru I was the only one there and I sat for about 5 minutes before someone came on the speaker to take my order.
resulva

1/22/24
Burger King, 20699 N John Wayne Pkwy, Maricopa, AZ, 85139-5847, US
Food was super hot! Line was a little long but that's ok bc the food made up for it! Best whopper I've had from a Burger King.
Seth Farn



OVERALL RANK	CATEGORY RANK	FOOD QUALITY	SERVICE QUALITY	PRICE/VALUE
16	3 <i>CHICKEN</i>	2	25	6

FOOD QUALITY

While Popeyes Louisiana Kitchen ranks second in food quality, customer perception is quite negative. Several customers mention that the food is not always fresh, even sometimes stale – with some specifically calling out items like chicken and fried sides. There were also multiple mentions of a decline in the quality of food over time. [Popeyes announced new food quality goals in 2021](#) – but customers may not see a difference yet.

SERVICE QUALITY

While there were some positive mentions of good customer service and friendly staff, they are overshadowed by negative experiences. According to customers, service is slow and wait times are long at Popeyes. Complaints of inconsistent service depending on the employee were common, along with frustration about unhelpful employees with bad attitudes. It is clear there is a need for improvement in the overall service provided by Popeyes, which could be achieved through training practices.

VALUE

Reviews were mixed in regard to the value Popeyes provides – skewing negative. Many mention prices being too high, even “outrageous.” There is also a feeling of being nickel-and-dimed by the restaurant because of additional charges for sauces and sides. However some customers are pleased with Popeyes’ overall value – saying the prices are quite reasonable as compared to competitors. Price-frustrated customers should be excited though as [Popeyes recently launched a value menu](#) meant to appeal to the budget-conscious. It will be interesting to see how this new offering will influence value perception in the future.

1/23/24
Popeyes, 104 Meadow Rd, Rutherford, NJ, 07070-2107, US
Popeyes serve great food as always. I fall in love with their chicken whenever I go there. They are also very polite and gentle, serve the food very nicely. I love to go there everyday. It's one of my favorite restaurants.
Jack Rizzo

1/22/24
Popeyes, 7791 N Point Blvd, Winston Salem, NC, 27106-3309, US
Excellent! You're gonna wait though... Things have definitely changed for the worst and you're still gonna wait and wait and wait!
Mark Livingston

COMPANY RESULTS



OVERALL RANK	CATEGORY RANK	FOOD QUALITY	SERVICE QUALITY	PRICE/VALUE
17	4	14	18	21
SANDWICHES				

FOOD QUALITY

Customers love Jersey Mike's sandwiches. Many customers mention the food is "good, fresh, and delicious" and like that they can customize their sandwiches to be exactly what they want. They also appreciate the focus on sanitary food preparation practices.

SERVICE QUALITY

Jersey Mike's customers are unhappy with the service they receive in stores. Reviews highlight consistent issues such as rude and unhelpful employees, lack of friendliness and customer engagement, slow service, and incorrect food orders. This feedback offers Jersey Mike's the opportunity to focus training on customer service.

VALUE

Customers are dissatisfied with the value of Jersey Mike's as compared to the prices. The majority of customers feel the prices are too high and that the portion sizes aren't worth the price. Multiple customers mention they are not planning to return or recommend the business due to their high prices.

1/20/24
Jersey Mike's Subs, 1804 Tamiami Trl E6, Port Charlotte, FL 33948-1010, US
 Have been a loyal customer for over 40 years but no more. Jersey Mike's are taking the public for a ride. First they cut all ingredients by one slice then they make the slice thinner. I purchased two giant number 13s yesterday price \$36. dollars. Cochran store Port Charlotte Florida. Update I received a very generic response from a owner who did not defend my allegations or deny them!!!!
 Bill Mac Duck

1/20/24
Jersey Mike's Subs, 988 Hempstead Tpke, Uniondale, NY 11553-1113, US
 The food is pretty good A big price for the size. A good time to eat here is when they have promotional sales. Other than that the food like I said it's pretty good they can increase the portion but it's not very bad Parking lot is a little small but usually has parking available Wheelchair accessibility: Wheelchair accessible from sidewalk
 Roland Ilew



OVERALL RANK	CATEGORY RANK	FOOD QUALITY	SERVICE QUALITY	PRICE/VALUE
18	4	19	15	9
CHICKEN				

FOOD QUALITY

Sentiment is mixed regarding the food at Wingstop. While some customers rave about the flavor and find the chicken wings fresh and delicious, others are disappointed and describe it as tasteless or lacking in quality. Customers appreciate the variety and quality of the sauces available, but some customers feel wings are overly greasy and too saucy for their liking.

SERVICE QUALITY

Reviews paint a picture of poor service at Wingstop. Long wait times, incomplete orders, dirty stores and restrooms, and disinterested and even argumentative staff are the major themes of customer complaints. These factors detract from the overall customer experience, even when the food itself is good. By focusing on improving cleanliness, training employees in customer service and professionalism, and streamlining the order process, customer satisfaction will surely improve.

VALUE

Customers find Wingstop prices too high as compared to the quality of the food, customer experience, and similar restaurants – leaving them wondering if Wingstop is really worth the hype. Some customers are specifically unhappy with the additional charges for dips, feeling rather that they should be included with the order. Despite these complaints, some customers do still enjoy the food and are willing to pay the higher prices for it.

1/21/24
Wingstop, 1871 Southfield Rd, Lincoln Park, MI 48146-2247, US
 My order is never correct whether call in or walk in. There was a 45 min. wait on chicken at the chicken restaurant. No structure. Bad attitudes.
 Orlander Johnson

1/21/24
Wingstop, 129 W Sunrise Hwy, Freeport, NY 11520-3559, US
 Terrible policy/Dipping sauce doesn't come with wings alone, you have to buy the combo. That makes no sense when the sauce is for the chicken not the fries. I won't be returning.
 Michelle Bellow

COMPANY RESULTS



FOOD QUALITY

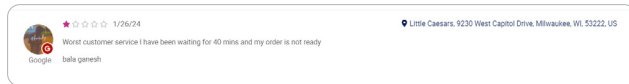
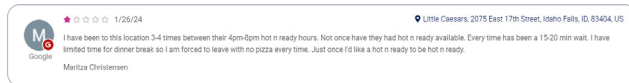
Customers are very satisfied with the food at Little Caesars. Reviews often praise the freshness and flavor of the food, describing it as “fresh, tasty, hot, and delicious.” There were a few complaints of declining quality and receiving wrong orders, suggesting there is room for improvement in consistency and accuracy.

SERVICE QUALITY

Overall, sentiment is negative in regards to service at Little Caesars. Reviews indicate a lack of professionalism and care from the employees, which has left customers feeling disappointed and dissatisfied. Slow service, long wait times, and incorrect orders or missing items are other major themes of customer dissatisfaction.

VALUE

Like many QSRs, Little Caesars hasn't been able to help but to increase its prices – which many customers are frustrated by as they also don't believe the price hikes align with the value of the product. The chain's signature **\$5 Hot-N-Ready pizza now costs 11% more** after a recent price increase – however, it's the first increase in nearly 25 years. There are also concerns about being charged extra for custom orders or being given incorrect prices, as well. Some reviewers mention prices seem to go up each time they visit, which contributes to their negative perception of the value.



FOOD QUALITY

Overall, reviewers feel positively about the food at Domino's. Many customers express satisfaction with the taste and quality of the food. However there are some reviews of inconsistency in the food, including instances of overcooking and food poisoning – which is a quite serious risk for the restaurant. While these may seem like isolated incidents or outliers, steps should still be taken to address any unsanitary conditions leading to illness.

SERVICE QUALITY

Customers are unhappy with the service at Domino's. Slow service and lost or canceled orders are common complaints, which indicate issues with efficiency as well. While some employees are described as polite and kind, others are reported as being rude and unhelpful. If they take this as an opportunity to train employees, they could change the perception and boost customer loyalty.

VALUE

While there were some positive mentions, overall sentiment about value at Domino's is negative. Many customers mention being charged more than advertised prices and that prices are too high for portion sizes. Customers also complain about their coupons not being honored and excessive delivery fees. However, a few customers did find prices to be reasonable, especially when there were good deals available. Domino's is addressing their value issues – **having recently introduced a new value deal to their offerings.**



COMPANY RESULTS



OVERALL RANK	CATEGORY RANK	FOOD QUALITY	SERVICE QUALITY	PRICE/VALUE
21	5 CHICKEN	21	21	12

FOOD QUALITY

KFC's food is ripe for improvement as reviews skew negative. Many customers complain about the food being greasy and subpar. Cleanliness of the restaurants is also a common concern, with mentions of unhygienic kitchen conditions. **KFC has dealt with major incidents of food poisoning in the past**, so it's important for them to continue to address the consistency of food quality and cleanliness issues going forward.

SERVICE QUALITY

Customer reviews lean negative for service quality at KFC. While many customers appreciate the convenience of drive-throughs and online ordering, others have reported issues with incorrect orders, long wait times, and rude staff. The cleanliness of the dining areas is also a concern for many customers.

VALUE

Overall sentiment around value is negative, with customers expressing a general feeling of disappointment and frustration with KFC's prices. Many mention prices are too high and that they are not getting good value for their money. There are also complaints about being overcharged or having discrepancies with listed prices. **KFC has confirmed their prices have gone up**, especially in California. However, they have recently introduced new items to a value menu – meant to assuage some of the pricing concerns and promote customer loyalty.



OVERALL RANK	CATEGORY RANK	FOOD QUALITY	SERVICE QUALITY	PRICE/VALUE
22	3 PIZZA	17	20	22

FOOD QUALITY

Customer opinions of the quality of food at Pizza Hut vary, though the majority of feedback is positive. Taste and freshness of food dominate positive reviews. Customers especially appreciate Pizza Hut's iconic crusts, like their stuffed crust and pan pizza options. They also like the variety of toppings and the ability to customize their orders. However, some customers are disappointed by undercooked food – suggesting occasional issues with food standard maintenance.

SERVICE QUALITY

Overall perception of service quality skews negative. While many customers appreciate the convenience of delivery and online ordering, others have reported issues with long wait times, rude staff, and incorrect orders – with an unwillingness to correct mistakes.

VALUE

Reviews suggest value is lacking at Pizza Hut. Many customers feel prices are too high for the quality of food and feel they are being overcharged. There are also many complaints about a lack of pricing information on menus and promotions, as well as discrepancies between prices quoted over the phone and those charged at pick-up. These frustrations have led to customer churn – many deciding to no longer eat at Pizza Hut.



COMPANY RESULTS



FOOD QUALITY

Overall sentiment towards the food quality at Papa Johns is negative. Inconsistent and poor food quality dominate customer reviews, with many mentions of raw and bad-tasting pizza. The reviews suggest improvements need to be made in terms of food preparation and quality control to enhance the perceived food quality.

SERVICE QUALITY

Guests have mixed feelings about the service at Papa Johns. Positive reviews mention friendly and helpful staff who go above and beyond to ensure customer satisfaction. However, negative reviews highlight issues with slow service, rude employees, and poor communication. Papa Johns would benefit from training employees in terms of speed and communication to provide a consistently positive service experience.

VALUE

Perception of the value of the food and experience at Papa Johns is generally negative, with many customers expressing prices being too high for the quality and quantity of food. Some customers complain about being overcharged or not receiving accurate pricing information, like additional fees. However, there are a few positive mentions of deals and coupons available when ordering online, suggesting there are affordable options for those who are aware of the promotions.



FOOD QUALITY

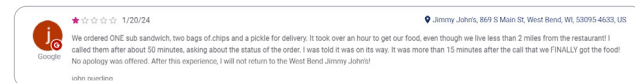
Customer perception of food quality at Jimmy John's tends to be positive, with customers pointing to freshness of ingredients – especially bread and vegetables – as well as satisfaction with flavor. However, there are still many negative reviews – suggesting room for improvement. Negative reviews mention quality having gone downhill. There were also mentions of food poisoning, indicating a serious concern about food safety the [FDA also addressed](#) in recent years.

SERVICE QUALITY

Rude and unhelpful staff, slow service due to lack of staff, and incorrect orders are the major themes in Jimmy John's reviews. While overall sentiment skews negative, positive reviews mention friendly and attentive staff as well. Regardless, there is room for improvement in terms of staffing, organization, and training to ensure consistent and efficient service.

VALUE

Sentiment about the value of Jimmy John's skews negative with customers expressing their most frustration with the price of food. They feel prices are too high for the portion sizes and quality of sandwiches, some even calling the prices "outrageous" and "very expensive." There were several mentions of disappointment in portion size, one customer pointing out sandwiches were "snack size" and another saying they "paid \$9 for a slice of ham."



COMPANY RESULTS



FOOD QUALITY

According to Subway customers, the perception of the sandwich chain's food quality is negative. Customers complain about unfresh and old ingredients and low quality meat, as well as missing ingredients in sandwiches. **Issues with food quality** have also been highlighted frequently in the media and across social media. There are also mentions of food poisoning and unsanitary food handling practices which pose a continued risk against Subway's reputation.

1/22/24 Burger King, 104 Egg Harbor Rd, Sewell, NJ, 08080, US

Just horrible, I waited to order in the drive thru for 10 minutes. Staff doesn't know how to use a gift card. Cooks c add my follow special instructions I guess you can't have it your way.

dave weatherly

1/22/24 Burger King, 20699 N John Wayne Pkwy, Maricopa, AZ, 85139-5847, US

Every time I go to this location the service is terrible. The last two times I went through the drive thru I was the only one there and I sat for about 5 minutes before someone came on the speaker to take my order.

rebutia

1/22/24 Burger King, 20699 N John Wayne Pkwy, Maricopa, AZ, 85139-5847, US

Food was super hot! Line was a little long but that's ok bc the food made up for it! Best whopper I've had from a Burger King.

Seth Farn

SERVICE QUALITY

Customers are unhappy with the service at Subway shops. Reviews mention slow service, rude and unfriendly staff, and issues with online orders – they're often incorrect or missing items. Customers are also upset by the lack of cleanliness of stores, specifically mentioning dirty floors and sticky tables.

VALUE

Sentiment towards the prices at Subway trend negatively as well. Customers express dissatisfaction with increased prices despite decreased portion sizes, food quality, and customer service. Not only do they feel prices are too high for the value of the meal and experience, customers don't feel eating at Subway is worth it compared to other dining options – some even mentioned the prices are so high they could have gone to a sit-down restaurant for a similar price and much higher satisfaction.

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