

See how you stack up with Benchmarks

Winning starts with clarity. See how your results measure up across industries, regions, and competitors.

Summary

- ▶ Add context to your performance with the industry’s most comprehensive benchmarks
- ▶ See how you rank against competitors, categories, and regions
- ▶ Leverage three powerful datasets: Core Survey, Text, and Branded Benchmarks
- ▶ Gain detailed, flexible, and precise comparisons to guide smarter decisions
- ▶ Identify opportunities to improve experience and capture market share

When evaluating performance, context is everything. Benchmarks are critical to understanding not just how your brand is performing—but how that performance stacks up against competitors and the broader category. Without benchmarks, it’s impossible to know what “good” looks like.

SMG leads the industry in best-in-class benchmarks that clients rely on to add context, uncover gaps, and inform experience improvement initiatives.

What are Benchmarks?

Benchmarks consist of core survey, text, and branded datasets—providing the most robust and comprehensive benchmarks in the industry. These tools allow you to compare your brand against competitors across the performance indicators that matter most.

Why it matters

Benchmarks take you beyond scores and into strategy. They are flexible with the widest variety of measures and filters, enabling the most detailed and precise comparisons. Benchmarks help you make better business decisions by showing what’s possible, what’s typical, and what it takes to stand out.

SMG Casual Dining Concepts									
Overall Satisfaction		Return		Recommend		Overall Value		Experienced a Problem (% Yes)	
A	79%	A	82%	A	80%	A	75%	C	8%
B	76%	B	78%	B	76%	You	57%	D	8%
You	72%	C	72%	You	69%	E	57%	H	8%
C	68%	E	72%	C	69%	D	57%	You	9%
D	66%	D	71%	G	69%	Average	53%	K	9%
Average	65%	G	71%	Average	65%	B	53%	B	9%
E	64%	Average	61%	D	61%	F	53%	F	9%





Core Survey Benchmarks

SMG's Core Survey dataset houses billions of data points spanning categories, regions, and demographics. With this, you can:

- ▶ See how you rank against industry averages and direct competitors
- ▶ Benchmark across 10 key categories: apparel, big box, casual dining, convenience stores, fast casual, fine dining, grocery, QSR, specialty retail, and personal service
- ▶ Filter results by attributes like visit type, department, daypart, or seasonality

This level of granularity ensures you get competitive rankings and actionable insights tailored to your specific needs.



Text Benchmarks

Text Benchmarks analyze open-ended customer comments to add depth to your performance measures. With this dataset, you can:

- ▶ Compare how customers talk about your brand versus others in your category
- ▶ Understand the frequency of employee name mentions, positive/negative associations, and key experience drivers (like speed or cleanliness)

This context reveals not just scores, but the “why” behind your customer experience.



Branded Benchmarks

Unlike our blinded Core Survey and Text Benchmarks, Branded Benchmarks show how you stack up against your 10 biggest named competitors using Google Ratings and Reviews. With this visibility, you can clearly see:

- ▶ Where you're winning
- ▶ Where you're falling short
- ▶ Where the biggest opportunities are to grow share and outperform competitors

	Overall Satisfaction 5	Taste of Food 5	Staff Friendliness 5	Speed of Service 5
Top Performer	92%	89%	89%	86%
Your Scores	74% Your rank: 8/23	74% Your rank: 8/20	76% Your rank: 8/21	71% Your rank: 14/22
Average	71%	73%	75%	72%
Bottom Performer	51%	66%	67%	62%

The SMG difference

SMG's Benchmarks are the most flexible and detailed in the industry, backed by 30+ years of category expertise. With the ability to zoom in all the way to product level, you get insights that are not only comprehensive but also actionable.

The bottom line? Benchmarks help you move from asking “how are we doing?” to answering “how do we win?”

Ready to see how you stack up?
Discover how **SMG's Benchmarks** give you the context you need to outperform competitors and drive smarter decisions.



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SMG delivers the future of Unified Experience Management®, empowering brands to engage customers and employees like never before. Powered by Ignite®, our AI-native platform, and the industry's only software-with-a-service (SwaS) approach, SMG provides real-time, predictive intelligence that turns BX, CX, and EX insights into action. From gathering feedback during experience design to optimizing each interaction throughout the customer journey, SMG ensures every decision is backed by data rather than guesswork. Learn more at www.smg.com.