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## McDonald's Kuwait nabs top spot amongst quick service restaurants and third spot nationwide on Service Hero's 2019 index

*Marks ninth time McDonald's named top quick service food brand by Service Hero*

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**Kuwait, 18 February, 2020** – Marking the brand's ninth appearance atop the rankings, McDonald's Kuwait has nabbed first place in the Quick Service Restaurant category and third place nationwide across categories in Service Hero's 2019 index – the region's leading consumer-powered satisfaction index.



This latest recognition marks McDonald's ninth time taking the top position in the Quick Service Restaurant category, a clear testament to the brand's commitment to delivering a next-level customer experience.

As Muntaser Alqadah, General Manager of McDonald's Kuwait points out, "the McDonald's commitment to customer service is something deeply engrained in the brand's core ethos. "McDonald's has never just been about the food, as great as that food may be. We have always been about creating feel good moments, great memories and an overall "magical" experience that is uniquely McDonald's." said Alqadah.

He further added: "We continuously work to upgrade our customer service capabilities and enhance the customer experience across every touchpoint. From our in-store crew and facilities to our digital applications and platforms, our goal is to ensure customers enjoy a unique and genuinely pleasant experience with every interaction, and I believe that is something this award attests to."

It serves to note that the Service Hero Customer Satisfaction Index measures the key drivers for service and adheres to the American Customer Satisfaction Index standards. The Index measures over 400 private sector brands in Kuwait and UAE using the following 8 service dimensions: reliability, speed, product quality, value, location, staff quality, call center and website. The Index also asks customers to rate overall satisfaction, loyalty and comparison to an ideal.

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