

Burger Franchise — Keystone Ave (Store #2417)

October 13, 2026 · 4 competitor signals detected

CONFIDENTIAL · PROPRIETARY BUSINESS INTELLIGENCE

This communication contains proprietary competitive intelligence prepared for Burger Franchise — Keystone Ave (Store #2417) and its team. Please do not forward it outside your organization.

4 competitor signals detected for **Burger Franchise — Keystone Ave (Store #2417)** today. Two high-priority items warrant action this week.

INTELLIGENCE SIGNALS

HIGH PRIORITY

Crossroads Chicken Co. [EXAMPLE ↗](#)

Permit filed for a second drive-thru lane at their 86th Street store

ON THEIR SITE

City of Indianapolis permit filings show **Crossroads Chicken Co.** applied this week to add a second ordering lane and a longer stacking lane at their 86th Street location, half a mile from you. The plans show a covered order-taker station. Construction timing isn't listed.

→ **Action:** Time your own drive-thru at the lunch peak before anything else: for one week, log time from order to window from 11:30 to 1:00. If cars routinely back up into the street, ask your franchisor whether a tablet order-taker walking the line is approved for your store, and put your fastest crew on the window during that 90 minutes.

Sources: [example.com](#)

Fall Creek Taco Shack [EXAMPLE ↗](#)

Extended drive-thru hours to 2 AM Thursday through Saturday

Fall Creek Taco Shack updated the hours on their website and door signage yesterday: drive-thru now open until 2 AM Thursday to Saturday (was midnight). Their Instagram post calls it "late-night Keystone." They are the only quick-service option on this stretch open past midnight.

→ **Action:** Check demand before adding labor. Look at your last hour before close on Thursday to Saturday: are cars still arriving when you shut the lane, or is it already slow? If it's slow, later hours just spread thin late-night trade over more payroll. If cars are being turned away, and your franchise agreement allows it and you can staff it safely, try one extra hour on Friday only for a month and compare sales to the labor cost.

Sources: [example.com](#)

MEDIUM PRIORITY

Northside Grill & Shake [MAPS ↗](#)

Six reviews this week mention wrong orders at the late-night drive-thru

Northside Grill & Shake has six new 1- and 2-star Google reviews this week, all about missing or wrong items at the drive-thru, five of them after 9 PM. Reviewers say they found out when they got home. None of the reviews has an owner reply.

→ **Action:** Customers in this area are saying order accuracy matters to them most late at night. On your evening shift, add a read-back at the speaker and a bag check at the window. Write a short reply template for your own wrong-order reviews (apologize, give the store phone number, offer to make it right) and answer within a day.

Sources: maps.google.com

Crossroads Chicken Co. [EXAMPLE ↗](#)

Sponsoring a local high-school football season — banners and program coupons

Crossroads Chicken Co. posted this week that they are the "official postgame meal" of a nearby high school's football team, with a stadium banner, a coupon in the game program, and a team photo at their counter.

→ **Action:** Check what local store marketing your franchise agreement and ad co-op allow, and what approved materials are available. A fundraiser night for a youth league or school club — a share of one evening's sales — is usually the cheapest option, and it brings the families in on a set night.

Sources: example.com

LOW PRIORITY / FYI

Industry News [EXAMPLE ↗](#)

Lane closure on Keystone Avenue starts next week for six weeks

The state transportation department posted a notice yesterday: one southbound lane of Keystone Avenue near your store closes starting next Monday for about six weeks of resurfacing, and the left turn into your lot will be blocked during work hours.

→ **Action:** Tell your shift managers before Monday and expect daytime drive-thru traffic to dip, so you can adjust the schedule rather than carry extra labor. Put a simple "enter from the side street" note on your door, receipts and drive-thru menu board, if your franchise rules allow it.

Sources: example.com

What customers are saying

From 112 Google reviews of Burger Franchise — Keystone Ave (Store #2417) and 340 of 6 competitors. We read each business's newest reviews plus its 10 lowest- and 10 highest-rated, so strong opinions are over-represented on purpose. This is what reviewers volunteered, not a survey.

What your customers praise

- **fast drive-thru** · 15 of 112 reviews

"Through the line in under three minutes at lunch"

- **friendly window staff** · 8 of 112 reviews

What your customers complain about

- **wrong or missing items** · 6 of 112 reviews
"Got home and the fries were missing again"
- **dirty dining room** · 3 of 112 reviews

What your website leads with — and whether reviewers mention it

- Open late · no reviewer mentioned it

Gripe Gap™ — where you may have an edge

Your reviewers praise something that competitors' customers complain about. "Possible" means the competitor side rests mostly on their lowest-rated reviews, which we read on purpose.

Speed — 15 of your reviews praise fast drive-thru (1 complain); 12 reviews at 2 competitors (Crossroads Chicken Co., Hoosier Sub Station) complain about slow drive-thru line, 8 of them from their lowest-rated.

Your reviewer: "Through the line in under three minutes at lunch"

→ If that matches what you see, say it where people compare you: your Google profile, menu and home-page. Don't name or knock the competitor. Ask a few customers first whether it's why they chose you.

Not an edge yet

- **Getting orders right:** customers complain about wrong or missing items at 2 competitors, and 6 of your reviews raise wrong or missing items too.

Competitor by competitor — what their customers complain about

Northside Grill & Shake · 3.8★ · 640 reviews · we read 30 wrong or missing items (9) — *"Third time this month the order was wrong"*

Crossroads Chicken Co. · 4.2★ · 1,180 reviews · we read 30 slow drive-thru line (8)

Fall Creek Taco Shack · 4.0★ · 455 reviews · we read 30 wrong or missing items (5)

What competitors' customers praise

- **open late** · 9 reviews across 1 competitor

Replies to reviews

You replied to 4 of your last 30 reviews (1 of 8 rated 3★ or lower). The typical competitor replies to 20%.

Worth asking your next few customers

- When you come through after 9 PM, is the order usually right?
- Would you visit later on weekends if we stayed open?

.jsonl attached — feed today's brief to your AI agent

The attachment `brief-*.jsonl` is a machine-readable version of this brief: one JSON object per change. Save it and paste into ChatGPT/Claude/etc. with a prompt like *"Summarize the top 3 actions from this com-*

petitive brief."

Wiring your AI agent to read your inbox automatically is also an option — but it's a level of access we don't recommend lightly. Inbox-reading agents have access to far more than this brief; that's a risk only you can decide to accept.

[Full guide & schema reference →](#) · [Schema docs](#)

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