

# Good ratings can hide the complaint that keeps coming **back**.

2,365 Google, Yelp, Uber Eats and TripAdvisor reviews at eight restaurants from six owners, April 1 to October 25, 2026.

**1 in 5**

complaint reviews still gave 4 or 5 stars (71 of 333)

**4 in 10**

complaints sat above two stars (137 of 333)

**42 of 48**

store-months had an order accuracy complaint

**7 to 1**

order accuracy complaints to praise

## Findings

1. **1 in 5 complaints came with four or five stars** (71 of 333; 95% interval 17 to 26%), at all eight stores (10% to 38%). Reading only 1 and 2 star reviews misses 137 of 333.
2. **The same problems come back every month:** order accuracy 42 of 48 store-months, speed 38, friendliness 37, food quality 36.
3. **Order accuracy is only mentioned when it fails:** 119 complaints to 16 praises, and complaints led at all eight stores.
4. **Same brand, very different stores.** Complaint rates ran from 6% to 34% across stores, and 12% to 34% within one franchise brand.
5. **1 in 7 reviews names a complaint** (333 of 2,365; 95% interval 12.7 to 15.5%).
6. **Counter-service guests lead with order accuracy and speed;** full-service guests with food quality, friendliness and speed.

## Five questions for your own stores

1. Which complaint keeps returning at each location, including in 4 and 5 star reviews?
2. Who owns the next action?
3. When is it due?
4. Who, other than the person who did it, confirmed the work was completed?
5. What did later customer feedback show? A completed task and a solved problem are different things.

All six owners are Replio customers who agreed to anonymous publication. Stores began using Replio between May 15 and June 24, 2026. This is a case study, not an industry sample, and it measures what guests wrote, not the effect of any tool. Topics come from Replio's automatic categorizer; 68 of 80 checked labels clearly matched.