



CHICKEN OF THE FUTURE

How the Chick-fil-A One™ App is speeding up the fast food experience

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If Chick-fil-A's biggest struggle is keeping up with the constant drive-thru line wrapped around the building, it must be doing something right – or at least, serving up a good chicken sandwich.

According to *QSR Magazine*, Chick-fil-A® entices more chicken sandwich customers than any other fast-food chain, with average sales per restaurant in 2015 of \$3.9 million. By comparison, in the same year, sales at its biggest fast-food chicken competitor were about a quarter of that.

To manage this high volume of sales, the chain had to find innovative ways to handle the daily influx of people. For starters, some locations started to send their customer service team outside to take face-to-face orders during busy periods. They also added more drive-thru lanes. But what the chain really needed was a scalable solution that could make the ordering and transaction process as seamless as possible. Enter First Data,

which developed an entire strategy built around Universal Commerce (uCom), and brought it to Chick-fil-A in the form of a mobile app.

According to Dale McCrory, VP, Digital Commerce Innovation at First Data, "Chick-fil-A wasn't worried about getting new customers. Its issue wasn't even that the kitchen couldn't keep up with orders – it was that its point-of-sale system could not keep up." She explains that First Data's Innovation Lab used a design-thinking approach to solve the problem. "[We] created a mobile app that ultimately became a new point-of-sale, allowing customers to pre-order the food and even pay within the phone app. From there, they could skip the line entirely and pick up their food [at] curbside."

Of course, that app, Chick-fil-A One, has famously risen to No. 1 in the Apple App Store[®] and has been downloaded more than eight million times since it launched in June 2016.¹ Chick-fil-A is just one company

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First Data is helping to develop next-generation commerce solutions. As more customers go mobile, other quick-service restaurants are following suit, each for its own unique reasons.

McCrory explains, "We hope to lead merchants and consumers in this uCom

space and bring value to both. Next-generation commerce today means creating mobile apps at the merchant location. Most people still haven't connected the digital with the brick-and-mortar, or physical location.

First Data is working to connect these. It's not just around an eCommerce transaction; uCom allows the consumer to interact digitally and then interact physically within that very same transaction."

For Chick-fil-A, that means a better customer experience for every transaction – and undoubtedly, an even more enjoyable chicken sandwich. ▾

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