

# BUILDING AN A+ APP

## TO CREATE A BEST-IN-CLASS APP, CHICK-FIL-A RESEARCHED THE MOBILE MARKETPLACE. THE RESULT—CHICK-FIL-A ONE—SETS A NEW STANDARD IN DIGITAL EXCELLENCE.

When Truett Cathy began perfecting what would become the Chick-fil-A® Chicken Sandwich in 1946, phones were a long way from being “smart.” Nearly 70 years later, when it came to creating the perfect Chick-fil-A App, members of Chick-fil-A’s Digital Experience team surveyed the mobile marketplace and established new benchmarks for digital engagement and the mobile customer experience.

Here is a look at some of the apps the team benchmarked and the lessons they learned from them:



### STARBUCKS

Starbucks was one of the first brands to accept mobile payment at the point of sale in 2009. Then in 2011, the Starbucks Card Mobile App was introduced, which allowed customers to purchase, store and reload digital Starbucks gift cards on their smartphones, and then use them for streamlined payment by scanning a barcode at the cash register. The speed and convenience of scan-and-go payment quickly shrunk lines and decreased customer wait times.

In 2015 Starbucks launched Mobile Order & Pay: Customers can use the app to place, customize and pay for their order, then bypass the line when they pick it up at their chosen Starbucks location.

**CHICK-FIL-A’S TAKE:** Chick-fil-A One

will increase customer satisfaction and convenience not only by offering payment and Mobile Ordering—which will allow guests to easily customize their meals and avoid waiting in line—but also by leveraging the app to deliver 2nd Mile Service.

“When we thought about how to help customers have an ordering experience that’s fast, stress-free and personal, Mobile Ordering was a no-brainer,” says Lauren Thigpen, Digital Experience. “It’s less stressful because you get to order ahead. It’s faster because you get to bypass the line. And it’s personal because we can learn about you, allowing us to greet you by name and maybe even surprise you every now and then during the ordering process with personal touches like your favorite condiments.”



### TOMS SHOES

TOMS Shoes built its brand to facilitate giving: Every time a customer purchases a pair of shoes, the company donates a pair to a child in need. It built its mobile app to do the same with the integration of its TOMS Passport Rewards loyalty program.

To promote its philanthropic mission, TOMS gives Passport Rewards members “stamps” for things they do to help the company further its cause, including interacting with the brand online, sharing news about its giving and products, and buying items that give back. Customers who earn stamps can redeem them for rewards such as early access to TOMS products and news, product discounts, store credit and entries in travel contests (winners of which get to join TOMS employees on “voluntourism” expeditions the company calls “giving trips”). Stamps can even be redeemed for donations. After the April 2015 earthquake in Nepal, for example, TOMS allowed Passport Rewards members

to redeem stamps for a donation to support earthquake relief.

**CHICK-FIL-A’S TAKE:** In addition to ordering and making purchases through the app, Chick-fil-A One Members may also get closer to their next treat by spreading kindness. Coming in late 2016, Chick-fil-A One Members can receive offers for free food by practicing and promoting Chick-fil-A’s brand values. For example, guests may spread kindness by paying it forward in the drive-thru or sharing encouraging messages through social media from the app. In the future, guests may also be able to redeem offers not only for free food, but also for opportunities to influence Chick-fil-A’s charitable giving.

It will be a social movement. “It’s not just about spending money in our Restaurants. We want to use Chick-fil-A One to enable relationships,” says Kramer Johnson, Digital Experience. “We want to thank you for making someone’s day.”



### AMAZON

Amazon’s Prime membership program began with a simple value proposition—free two-day shipping in exchange for an annual membership fee—but evolved to include a wealth of value-added benefits ranging from free media and entertainment to exclusive deals and discounts.

What’s more, because Amazon collects copious amounts of user data—including what products you’ve browsed and which ones you’ve bought—there’s something just for you. The entire experience is customized to show and suggest only the products and services individual consumers are most likely to respond to.

**CHICK-FIL-A’S TAKE:** Chick-fil-A One won’t just facilitate transactions. By leveraging customer preferences for personalization—in-app and in-Restaurant—it will serve as a remote control to the entire customer experience.

As guests use the app, it will give Operators unique insights into how they are interacting with their Restaurant. Through Spotlight, Operators will be able to care for customers personally using technology, whether it’s emailing them an event invitation or a personalized promotion, or loading a special

offer onto their account. “It’s a revolutionary way not only for customers to interact with us, but for Operators and select Team Leaders to interact with customers,” says Angela Savage, Digital Experience.

Benefits will evolve over time as Operators use the Spotlight activation tool to review Chick-fil-A One Members’ and A-Listers’ profiles and transaction information for insights and opportunities.

“If you are an A-Lister, then you’ve told us valuable information about yourself. Let’s say you’re a veteran who’s also told us your birthday,” Angela asks. “An Operator can send you a personalized offer for your favorite menu item celebrating your birthday. They can also send you a note of thanks on Veterans Day.”

As Jay Ramirez, Digital Experience, says, “The smartphone is the new personal computer. It knows where you are, if you’re driving or walking, what the weather is around you, who your friends are and how often you use the smartphone. With a customer’s permission, all of that allows for a level of personalization we’ve never been able to tap into before. With Chick-fil-A One, we will.”