

Appetite for Apps

Chick-fil-A One will feed consumers' desire for digital experiences and mobile engagement—which is growing fast.

Mobile Matters



America is a smartphone nation.



91% of adults keep their smartphones within arm's reach at all times.



The average American spends **4.7 hours per day** on a smartphone.

Dining for Convenience

Consumers already use their phones for communication, shopping and travel. And more are using their phones to order, pay for and learn about dining options.



98% of those who paid a restaurant bill on a mobile phone said they'd do it again.



69% of mobile users have used their smartphone or tablet to order food.

Rewarding Loyalty

Digital experiences are increasingly about customer engagement and brand loyalty—especially for millennials.



50% of millennial consumers say loyalty and rewards programs are "important" or "very important" to their decision to visit a fast-casual restaurant.



64% of mobile users say loyalty programs would make them more likely to use mobile ordering.

Success Rates

Top restaurant brands are leveraging digital channels and digital-enabled loyalty programs to drive sales and improve the customer experience.



Domino's says 50% of its U.S. sales are now generated through digital-ordering channels.

Starbucks mobile payments account for 20% of all in-store sales.

MyPanera loyalty program transactions account for nearly 50% of Panera Bread's system-wide transactions.

Chick-fil-A Goals (by December 2016):



10% of all monthly transactions through Chick-fil-A One*



1% of monthly sales through Mobile Orders



2 million active monthly users of Chick-fil-A One App

*Includes payment, Mobile Ordering, Online Ordering or scanning of mobile devices at purchase.

Sources: "Fifty Essential Mobile Marketing Facts," Forbes; Informato Mobile Intelligence; "Mealtime Goes Mobile: Mobile Screens' Impact on Ordering Takeout and Delivery," Interactive Advertising Bureau and Viggle; "Future of LSR: Fast-Food & Fast-Casual Restaurants" and "The Tech Tide Has Turned," Technomic; Mobile Commerce Daily