

# Driving business growth, one order at a time

## Background (Data + Insights)

Bojangles wanted to **improve the drive-thru experience**—but knew **consistency was what they needed to achieve this**. When speed, accuracy, and quality are consistent, loyalty and revenue follow. So, Bojangles set out to **modernize the ordering process and bring innovation into the experience**.

Through its partnership with SMG, Bojangles focused on understanding the **relationship between execution at the drive-thru and key business outcomes**. Bojangles saw that when things run more smoothly and consistently, **customers come back more, and sales follow**.

## Action

1. Introduced **Bo-Linda, an AI-powered drive-thru ordering system** to improve speed, accuracy, and consistency across locations.
2. Focused on **improving core experience drivers—OSAT, taste, accuracy, speed, and quality**.
3. Leveraged **advanced reporting tools and comment analysis** to **uncover root causes of CX issues** and guide continuous improvement.
4. **Increased use of CX insights**, helping teams act on feedback more quickly by actively using reporting platforms, filters, and AI-powered insights to investigate and solve issues.

## Results

- **Consistent year-over-year improvements across all core CX metrics:**
  - **OSAT: +3 pts overall**
  - **Taste: +2 pts**
  - **Accuracy: +2 pts**
  - **Speed: +2 pts**
  - **Quality: +2 pts**
- **Strong business impact driven by improved experience execution:**
  - Top-performing locations achieved **+7% sales growth and +2.4% traffic**.
  - When **speed was more consistent**, sales and transactions followed.
- **Reduced dissatisfaction and improved consistency across locations**, strengthening overall brand performance.
- Through better problem resolution, Bojangles saw **significant revenue protection**.

## Next Steps

Bojangles will continue to scale its innovation-led approach by **expanding AI capabilities, deepening its use of insights, and optimizing operational execution**. With a proven link between experience and growth, the brand is focused on sustaining momentum and **unlocking additional value across its drive-thru and in-store experiences**.

