

# Turning customer experience into a measurable engine for growth

Xcellence Spotlight:

**ZAXBYS**



## Background (Data + Insights)

Zaxbys set out to **directly connect customer experience improvements to business growth**, embedding CX into its broader “Grow to Win” strategy. By aligning operational priorities—such as same-store sales, digital growth, and loyalty—with experience metrics, the brand created a **clear path from guest feedback to financial performance**.

Through its partnership with SMG, Zaxbys **identified key drivers of satisfaction**, including order accuracy, speed, taste, and effective service recovery. **A central insight emerged:** consistently delivering on core service standards—and quickly resolving issues when they occur—has a **measurable impact on both guest loyalty** and revenue.

This led to a **disciplined approach** focused on improving both everyday execution and recovery moments, ensuring every guest feels heard, valued, and motivated to return.

## Action

Based on these insights, Zaxbys:

1. Launched its **“Saucepitality” strategy**, equipping teams with structured **service recovery training** (HEARD: Hear, Empathize, Apologize, Resolve, Delight) to improve guest satisfaction and loyalty.
2. **Implemented operational initiatives** like the “In the Bag” program to improve order accuracy and reduce missing items.
3. Deployed **AI-powered speed timers** to identify and address drive-thru bottlenecks, improving service efficiency.
4. Set and consistently **achieved ambitious CX improvement targets**, using insights to guide continuous optimization.
5. Leveraged SMG tools to **pilot new innovations**, including advanced reporting and feedback programs, ensuring ongoing evolution of their CX strategy.

## Results

- Significant, **sustained improvements YOY** across key CX metrics:
  - **OSAT: +4 pts**
  - **Taste: +3 pts**
  - **Accuracy: +3 pts**
  - **Speed: +3 pts**
- **Reduction in customer pain points**, including fewer missing items and improved problem resolution rates
- Clear, **measurable ROI** from CX improvements:
  - **Higher satisfaction locations achieved the strongest YOY comp sales growth**
  - **Small gains in problem resolution drive significant incremental revenue**
  - **Faster drive-thru performance correlates with increased traffic and fewer lost sales**
- **Demonstrated ability to close performance gaps** versus industry benchmarks through consistent execution and innovation

## Next Steps

Zaxbys will continue to build on its momentum by **advancing its CX strategy, scaling successful initiatives, and further leveraging technology** and insights to drive performance. With a proven connection between experience and growth, the brand is focused on **sustaining improvements** and **unlocking even greater value** across its operations.

