

Church's Chicken improves order accuracy + drives customer satisfaction with new delivery offering



Situation

After launching partnerships with third-party delivery providers, Church's Chicken was eager to see how the experience was faring.

Like many restaurant brands offering delivery, Church's guests were more dissatisfied with delivery than other dine types. They turned to their SMG team for help pinpointing areas of opportunity to improve this growing dining method.



Insight

Church's location-based feedback confirmed Accuracy of Order was the top driver of the delivery experience with the largest room for improvement. This aligned with SMG's third-party delivery research, which also showed customers are more likely to blame the brand (vs. the delivery provider) for problems with order accuracy. Church's was ready to make specific changes to their delivery process to combat this industry-wide issue and drive satisfaction with the delivery experience.

Action

- 01** | Created the "Perfect Delivery Sticker" to be used on all delivery orders which included checklist of commonly missed items, required sign-off by team member, + link to CX survey
- 02** | Added a question to CX survey confirming the sticker was included + items were checked off

Results

+ **5** pts

Overall Satisfaction

+ **5** pts

Accuracy of Order

- **4** %

Inaccurate orders



Decrease in refunded orders despite increase in order count

Accuracy of Order was the top driver of the delivery experience with the most room for improvement.

KEY DRIVERS



This Top Partnership Insight was awarded to Church's Chicken in 2021