



# Ensuring a classic stays modern

Chick-fil-A extends legacy of customer focus, community service and business innovation into the modern digital world

Industry: Restaurant • Founded: 1946 • Employees: 1,600  
Headquarters: Atlanta, Georgia, USA • [chick-fil-a.com](http://chick-fil-a.com)

Chick-fil-A founder Truett Cathy opened his first diner in 1946 and experimented for years to create the perfect Chick-fil-A® Chicken Sandwich. Today, the business encompasses 2,300 restaurants nationwide. Still family-owned, Chick-fil-A reported \$9 billion in revenue in 2017, representing its 50th consecutive year of sales growth.

What distinguishes Chick-fil-A, besides its mouthwatering menu, is its innovative community spirit. In 1967, Cathy pioneered the shopping mall food court restaurant, and Chick-fil-A's architectural innovations – honed to environmental and local customers' needs – continue to win design awards.

## The Challenge

To transform from a crowded informational site to a smart, customer-focused multimedia platform, the company turned to its trusted vendor, Platinum Sitecore partner and digital-innovation specialist, Arke. Chick-fil-A also joined the Sitecore Xccelerate Program, which helps select customers accelerate the use of Sitecore XP to realize strategic business value. Through Xccelerate, Chick-fil-A worked closely with Sitecore to leverage context marketing – marketing in context of your customer's past and current interaction with your brand – and commerce integration.

Chick-fil-A identified three strategic business objectives: to increase engagement, online revenue, and customer loyalty. This led to specific marketing objectives. To increase engagement, the company sought to reach new audiences, present relevant stories, and increase viewers' campaign and social engagement. To generate more revenue, Chick-fil-A aimed to increase app downloads and online catering orders. Loyalty gains would come through the Chick-fil-A One™ membership program.

**450%**

Increase in online breakfast catering orders

**44%**

Increase in new product page views

**175%**

Increased "Fan" segment story page views

// Personalization is the future, and brands that want to deliver meaningful customer experiences must become skilled in this area. ... The work is worth it because your customers are worth it."

– Tiffany Greenway, *Marketing Technology Leader, Chick-fil-A*



## The Sitecore Solution

To optimize customer journeys, Chick-fil-A took advantage of Sitecore's analytics. The company defined digital goals as they relate to business objectives (for example, a catering order's value is different than a membership program signup) and then ranked the relative engagement values of its digital goals.

To delight its customers with relevant, personalized experiences, Chick-fil-A worked with Sitecore and Arke to identify key customer and prospect segments. Using insights from web analytics and other sources, the team prioritized about 20 online user segments based on their visit and purchase volumes. Catering users and the breakfast crowd were short-listed for personalization.

Chick-fil-A also used customer insights to prioritize customers' functional needs. These include access to menu, location, and "about" information, along with storytelling content from The Chicken Wire, the online digital publication. Sitecore XP empowers Chick-fil-A to rapidly create, edit, store, and publish content with consistency and immediacy. The same is true for the Chick-fil-A mobile app and website where customers can locate nearby restaurants, place catering orders, and track Chick-fil-A™ One points.

## The Outcome

To increase visitor engagement with website stories, Chick-fil-A tested Geo-IP personalization, directing Texas users to Texas-specific stories. Detailed story page views increased by 12%. The company also personalized stories according to user personas, something Sitecore XP enables through the ability to respond in real time to customer behaviors. By presenting stories pattern-matched to Chick-fil-A's "Fan" customer segment, the company saw a 175% increase in detailed story page views and an 85% rise in engagement value.

Testing a campaign for a new product targeting a region – for example, the BBQ Chicken Bundle – Chick-fil-A raised product page views by 44% and catering orders by 16%. In another initiative, it tested cross-selling of catering selections, promoting a breakfast item to users who'd previously ordered similar items for lunch. Orders leaped 450% and overall engagement value rose 143%.

Learn more at [Sitecore.com](https://www.sitecore.com)

## Success Snapshot

- Increase customer engagement and loyalty
- Increase online revenue
- Extend focus on customer, community service to digital presence
- Personalize digital interactions
- Leverage storytelling to inform, engage
- Sitecore® Experience Platform™ (XP v8.2, v9 planned)
- Sitecore Path Analyzer
- Sitecore Analytics



Arke is a Sitecore-focused digital agency with practice areas in Strategy, Data, Technology, and Experience Optimization. Our clients see digital results that surpass all expectations and deliver positive financial outcomes. Our team includes a high concentration of Sitecore MVPs who ensure our clients are fully leveraging the platform and adhering to best practices for optimized operations.

[arke.com](https://www.arke.com)