

CUSTOMER SPOTLIGHT



# The Winning Recipe for Driving Loyalty & Business Growth



"In record time, Church's Texas Chicken, Medallia, and SMT created and launched a brand-new CX platform that effectively integrates guest experience with key operational metrics."

Luis De La Torre  
VP, Global OPS Services  
**Church's Texas Chicken**

CHURCH'S TEXAS CHICKEN  
Industry: Restaurants & Food Service

### Results with Medallia

**3 months**

comprehensive new CX platform launched

**4.6 pt**

OSAT increase in first year

**7**

key operational metrics available



## Summary

- From juicy chicken and tenders served with their delicious Honey-Butter Biscuits™, Church's Texas Chicken knows the power of a great pairing. They took this approach "off menu" when they needed to quickly find a new customer experience (CX) partner.
- After an extensive RFP, Church's selected their new partners, powerfully pairing Medallia's robust menu of CX technology solutions with SMT's expertise in designing and implementing CX programs. In record time, this quick service restaurant (QSR) franchise launched its new CX platform.
- Armed with a fresh, empowering approach to CX, Church's is capturing the data the brand needs to truly know what their guests want, to inform operations at all levels, and to take meaningful action to achieve measurable improvements and business growth.
- Within the new program's first year, Church's has achieved their highest guest satisfaction levels ever and improved OSAT by 4.6 points, all of which correlates with the brand's increase in sales and transactions.

## A Robust New CX Platform that Needed a Quick Start

After 10 years with their previous CX vendor, Church's had to quickly pivot and find a new partner. During the RFP process, the brand realized there were many new solutions that could supercharge their CX program. Speed of implementation was also critical for this QSR brand, as they had to launch the new platform in three short months.

Church's knew the business importance of hearing their guests' needs firsthand and using this data to inform operational decision-making to drive guest satisfaction and retention, sales, and transactions. The brand also wanted better reporting that was simpler, easier to understand, and more actionable, as well as the ability to customize their new CX platform based on their

specific needs. In addition, they sought to expand the scope of their current program and strengthen its existing components.

Church's ultimately selected the powerful pairing of Medallia and SMT as their CX partners and quickly got to work. They wanted to maximize the power of Medallia's platform and value-add services, and SMT's implementation expertise. The clock was ticking, and while some doubted that a new CX platform could be created and launched in 90 days, the team forged ahead.

## Powerfully Pairing CX to Inform Operations

As the new platform was developing, it accounted for the need to dive deeper into CX scores and do more with them. Church's wanted to use these scores to create correlation analyses, such as, "What is the correlation between a highly trained restaurant and guest satisfaction? What is driving dissatisfaction: food, service, speed? What influences the customer to return?" The brand also wanted to measure the effectiveness of a new tool or product to determine if it answers guest demands, and if not, what change or different approach is required.

The new platform was designed so Church's can closely integrate CX and operations in a holistic way — at scale and at the franchisee and individual restaurant levels. Recognizing that customer satisfaction and sales are the result of internal operations, a dashboard was created that allows Church's to score operations not just for guest satisfaction, but for the operational metrics — like speed of service, friendliness, cleanliness, and order accuracy — that ultimately influence it.

Additionally, there was a need to focus on structured and unstructured feedback. With the change in CX partners, 40 survey URLs had to be recreated in record time. As the new platform was being developed, Church's incorporated social listening for the first time. Using this value-add offering from Medallia, Church's now can understand and act upon what customers are feeling, saying, and sharing on these highly visible, influential channels. Text analytics, an anti-cheating engine (for surveys), and closed-loop feedback also were incorporated into the new platform, as Church's sought to maximize what Medallia could serve up and implement with SMT.

## Using Guest Experience Data for Targeted Operational Improvement & Future Business Growth

After three months, Church's unveiled its brand new CX platform on New Year's Day. Due to the team's laser focus, Church's now has the ability to use, integrate, and act upon CX and operational data in different ways. Realizing that guest satisfaction and sales are the result of the work done from within, Church's is creating a comprehensive dashboard that not only scores guest satisfaction, but all of the operational components that influence it. Seven key operational categories were identified: sales growth, guest retention, speed of service, food safety and brand standards performance, training, operational engagement with company-provided tools, and off-premise/delivery execution — with each having one to four sub-categories.

Within the dashboard, easy-to-understand visual scorecards and heat maps are generated to provide real-time views of franchise, area coaching, and individual restaurant performance. This identifies areas for improvement and targeted action. It also allows for the realization of best practices and opportunities to recognize franchise owners, as well as restaurant managers and their teams.

In addition, new social capabilities allow each Church's QSR to compare itself to nearby competitors and gain a more strategic understanding of their local market dynamics. Closed-loop feedback uses real-time alerts to give Church's the ability to quickly respond to guest issues and promptly resolve them. And Medallia's anti-cheating

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engine prevents the internal manipulation of QR codes to ensure the accuracy and integrity of survey results and reveal true guest satisfaction levels.

Since launching the new platform, Church's has increased OSAT by 4.6 points in the first year and is now experiencing the highest guest satisfaction levels in company history, as well as positive growth in sales and transactions. Going forward, the new CX platform will be expanded internationally, and Church's plans to maximize the power of AI to make connections, proactively determining targeted opportunities for improvement and innovation that will delight their guests and create an appetite for more.

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*“Together, the powerful pairing of Church's Operations team, Medallia, and SMT created a CX platform in record time that is informing operations and exceeding overall expectations. Its highly responsive and customized capabilities help Church's achieve the desired trifecta of **satisfied guests** that drive **sales growth**, which in terms **attracts investors to our neighborhood.**”*

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### About Medallia

Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. Medallia Experience Cloud captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate-messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. For more information visit <http://www.medallia.com>.

### About SMT

SMT is your global strategic partner in CX & EX transformation. With deep expertise in Medallia technology and a strong foundation in industry best practices, we help organizations design, listen, measure, analyze, prioritize, execute, enable, and monetize their programs. We've successfully delivered over 100 projects for enterprise-level clients across more than 40 countries worldwide. For more information visit <https://smttech.com.br/en/home/>.