

# KFC Creates a Consistent Customer Experience Across Locations With Zenput

Audits show an 88% decrease in chicken quality failures



## THE COMPANY

For more than 75 years, KFC has been following Colonel Sanders' secret chicken recipe, with real cooks breading and freshly preparing their delicious chicken by hand in more than 20,000 locations.

## INDUSTRY

Fast Food Restaurant

## STORES

20,000 locations

## REGION

100+ Countries & Territories



## THE CHALLENGE

Create a consistent customer experience and improve food quality across all stores.

KFC prides itself on its decades-long history of delivering freshly-prepared meals at affordable prices. With that pride, comes a responsibility to deliver quality food and a consistent customer experience, across borders and across oceans.

Being part of a world-renowned brand like KFC comes with its challenges. In order to maintain the high brand standards that KFC is known for, franchisees need to be on top of their food safety practices, cleanliness, promotional rollouts, and store maintenance.

Before Zenput, KFC operators used paper checklists and audits to facilitate adherence to those critical areas. They then had to collect those papers, manually aggregate all of the information, and sift through the data to identify if there were issues at their stores. This process would take area managers over 6 hours every week to complete, and they weren't confident their concerns were addressed until the next time they visited the store, most likely weeks later.

"We'd spend hours and hours sifting through the paper. And then you would realize that there's incomplete information, and have to go back to find that information. Now, it's almost instant - I just sit in front of my laptop. I have all the information I need to track the work at the stores, and I know that the store and area managers are aware of all the important issues," says Wayne Hill, People Capability Manager. This antiquated process wasn't working for KFC operators, so they began looking for a solution.

## THE SOLUTION

### An operations makeover

KFC operators didn't just want to put their existing forms on a mobile device. They wanted the ability to schedule audits and tasks, automatically communicate and resolve issues at their stores, and track the work to get insights. That's when they found Zenput.

**"It's not just about going paperless, it's about the data you get from it," says Hill.**

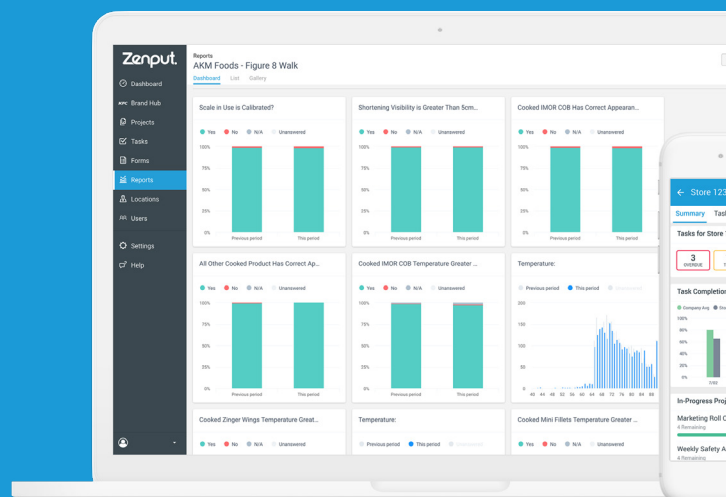
Zenput allows them to instantly schedule work at the field and store level, configure automated corrective

actions when issues are found, track the work to ensure completion, and analyze the data to uncover areas for improvement. After implementing Zenput, KFC was able to improve the execution of critical work across the organization and solve issues faster, improving the customer experience at every store.

What used to take area managers 6 hours per week now takes them minutes. With that time savings, area managers are able to focus on meaningful store visits, coaching team members, and interacting with customers. Less administrative work in the office means more meaningful work at the stores.

**"The head office is aware of all the tasks that are happening at the restaurant. And we are able to assist the restaurant where they need assistance before issues become larger issues that affect our customers."**

BRADLEY FORBES, OPERATIONS LEAD



## THE RESULTS

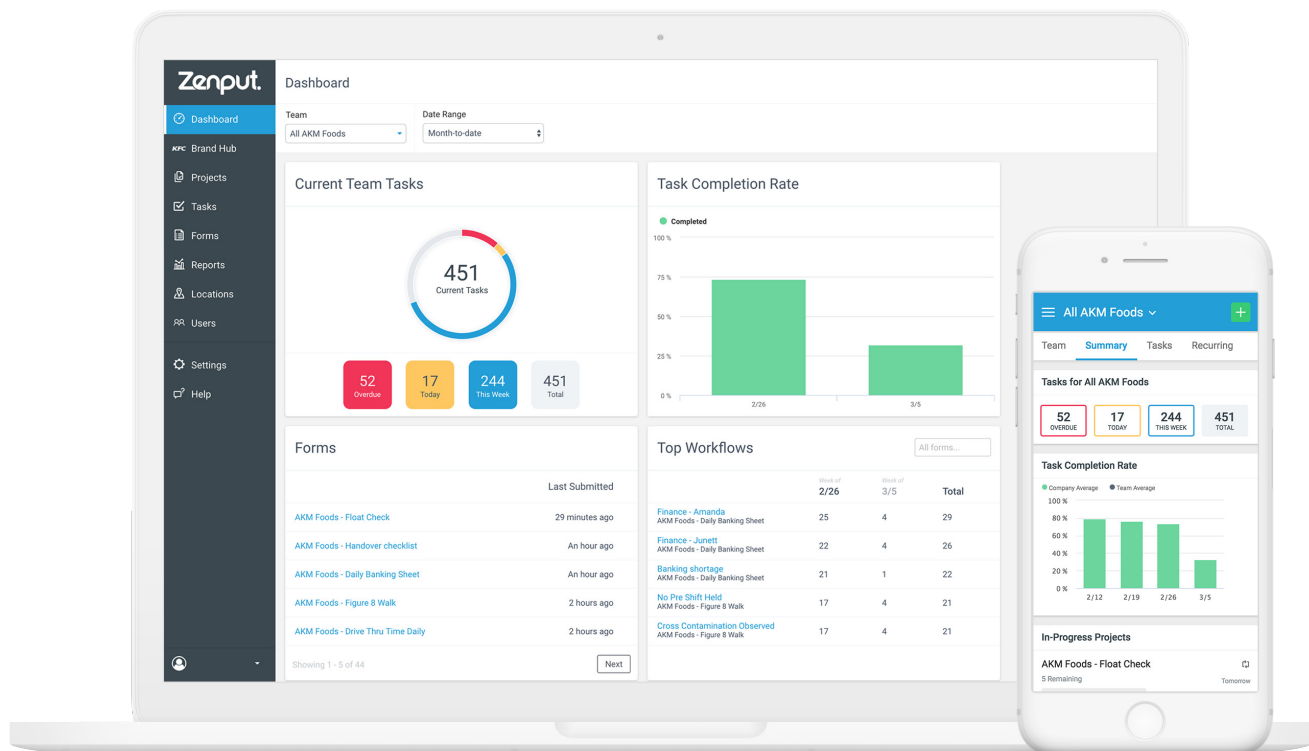
## Less customer complaints and better tasting chicken

With Zenput, KFC operators assign work, track performance, and uncover trends and opportunities of improvement at their stores. Area managers and upper management get real-time insights on what's happening at their stores and detailed reports on historical trends. With those insights, Zenput helps KFC operators safeguard their brand, ensure a consistent customer experience, and improve their bottom line, more efficiently than ever before.

“The customer experience has drastically improved since implementing Zenput in each of the restaurants, from product quality to the hospitality that the team members offer our customers.”

**BRADLEY FORBES**, OPERATIONS LEAD, KFC FRANCHISEE

Not only does the new process allow managers to solve issues faster, but it also allows them to identify trends, so that they can predict problems before they impact the store's performance. And the results show: Since implementing Zenput, KFC franchisees have seen a significant drop in customer complaints.



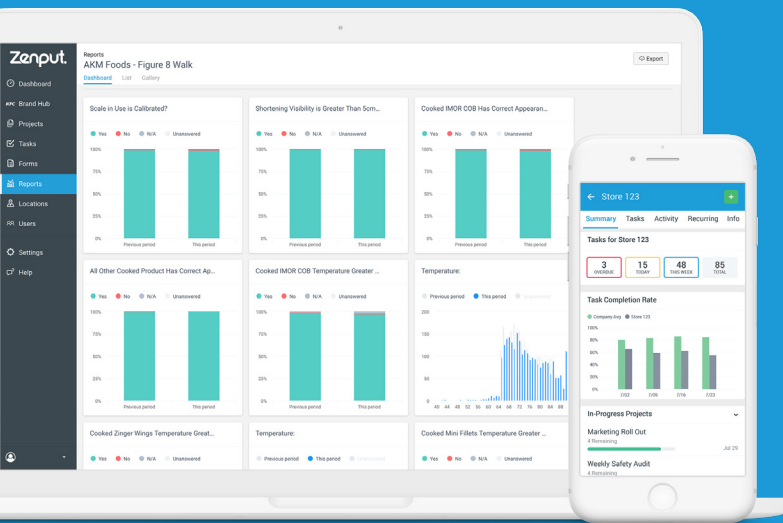
## THE RESULTS (CONTINUED)

The taste and quality of the chicken also improved. On Zenput, KFC Franchises implemented a structured food preparation process and verified its execution with regular audits, including photos and temperature readings.

“Because the cooks take photos of their finished product, they want to show off their work. This, along with regular feedback from the audits, improved each cook’s process, resulting in a drastic improvement in both product quality and taste of the chicken.”

**RICKY BROWN**, GENERAL MANAGER, KFC FRANCHISEE

In February 2017, the chicken product failed doneness and product appearance tests 6.6% of the time. With Zenput, that number fell to just 0.36% in October 2017, and the average for the three-month period of August through October 2017 was just 0.76%.



## The Takeaway

Zenput’s streamlined and automated process allows KFC’s management to get meaningful insights from their stores, improve accountability across their organization, and make data-backed decisions on growth strategies and improvements. By transforming their operations with Zenput, KFC is able to provide a better and more consistent customer experience at their stores and deliver on their world-renowned brand promise.

**Zenput.**

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Zenput is how top operators elevate team execution in every store. Restaurant, retail, and other multi-unit operators use the platform to automate how operating procedures and key initiatives are rolled-out and enforced. Supporting 40,000 locations in over 35 countries, Zenput makes every field and store employee more productive and better equipped to do their jobs well.