



TM

Chick-fil-A®

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The background of the slide is white and decorated with numerous scattered french fries of varying lengths and orientations, primarily along the top and bottom edges.

# Background Story

Chick-Fil-A's CEO wants to implement a reputation incentive project for benefits of renewal fee deduction after year of 2025:

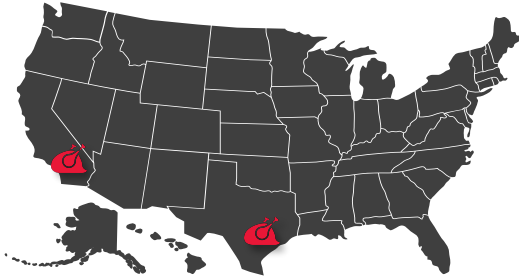
- The project needs evaluation of the franchisee's performance based on their geographical influence, rating and competitive advantages.
- Before the project becomes reality, we will first test the water by starting with a sample analysis on Los Angeles and Houston to determine its feasibility.
- The purpose of the project is to help setting management objectives to improve Chick-Fil-A's business image.

# Objective

- Oversee the geographical influence on both areas
- Determine the restaurant's overall performance
- Recent improvement of customer satisfaction
- Competition with other similar businesses in the area



# Table of Contents



**Geographical  
Influence**



**Customer  
Satisfaction**



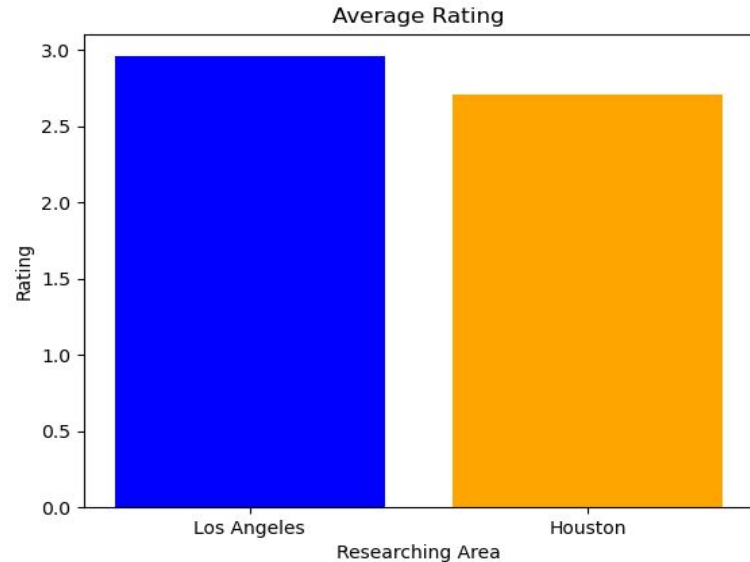
**Competition**



VS



- Rating of LA is slightly higher than rating of Houston.
- Management can set an objective on rating, such as:
  - LA: 3.5
  - Houston: 3.4

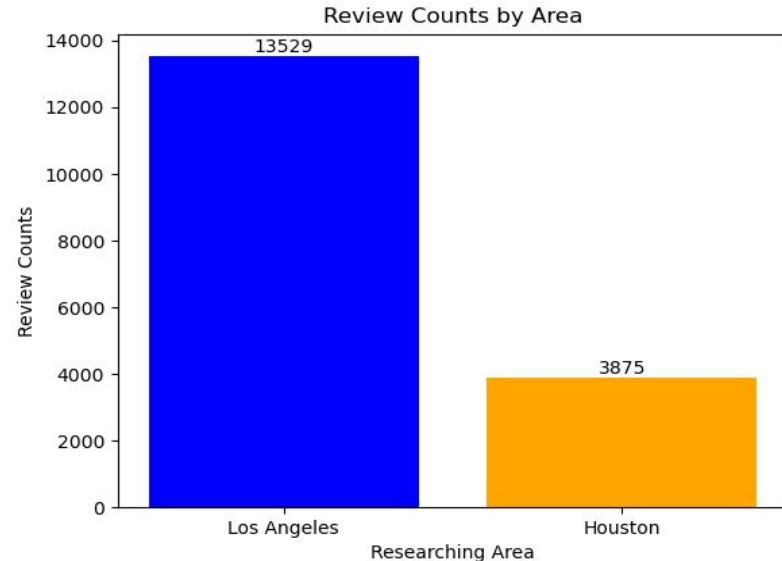




VS



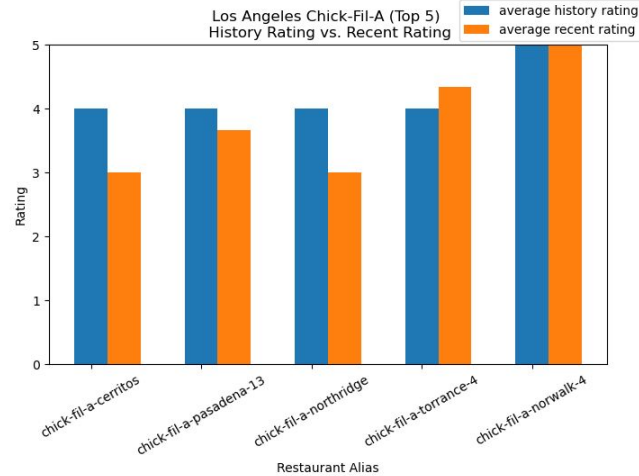
- Review counts of LA is much higher than review counts of Houston.
- Management can set a quote of review counts, such as:
  - LA: 17,500 (~30% increase)
  - Houston: 5,000 (~30% increase)
- 10% deduction on renewal fee if both requirements of rating and review counts are satisfied



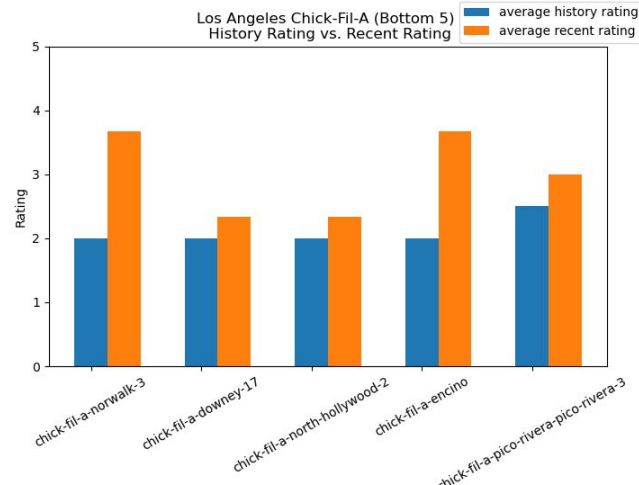


# Customer Satisfaction

- Los Angeles, CA (Top 5)
  - 1 out of 5 have experienced an increase in rating
  - 3 out of 5 have seen a decrease in rating

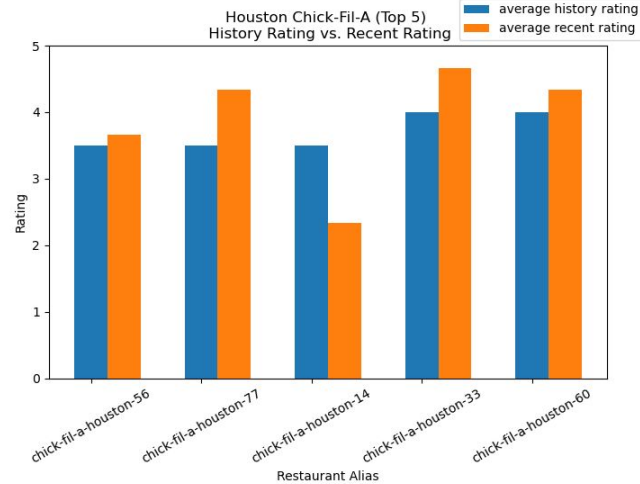


- Los Angeles, CA (Bottom 5)
  - 5 out of 5 have experienced an increase in rating

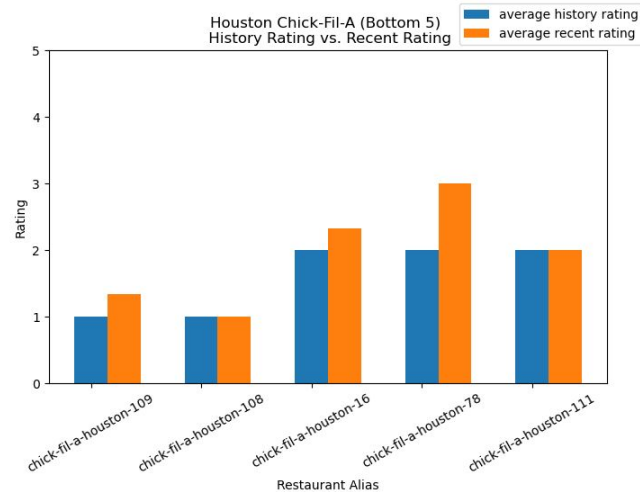


# Customer Satisfaction

- Houston, TX (Top 5)
  - 4 out of 5 have experienced an increase in rating
  - 1 out of 5 has seen a decrease in rating

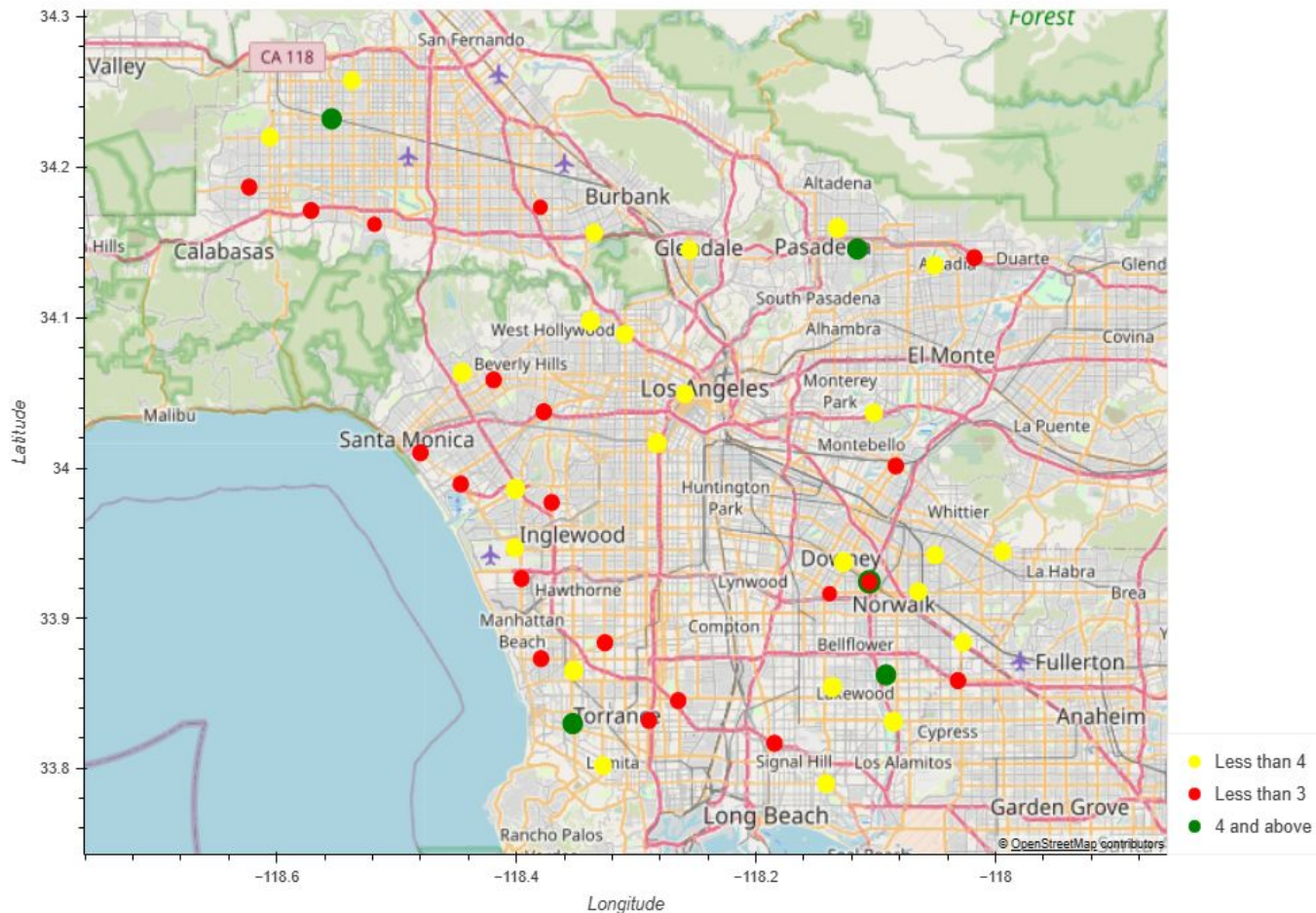


- Houston, TX (Bottom 5)
  - 3 out of 5 have experienced an increase in rating

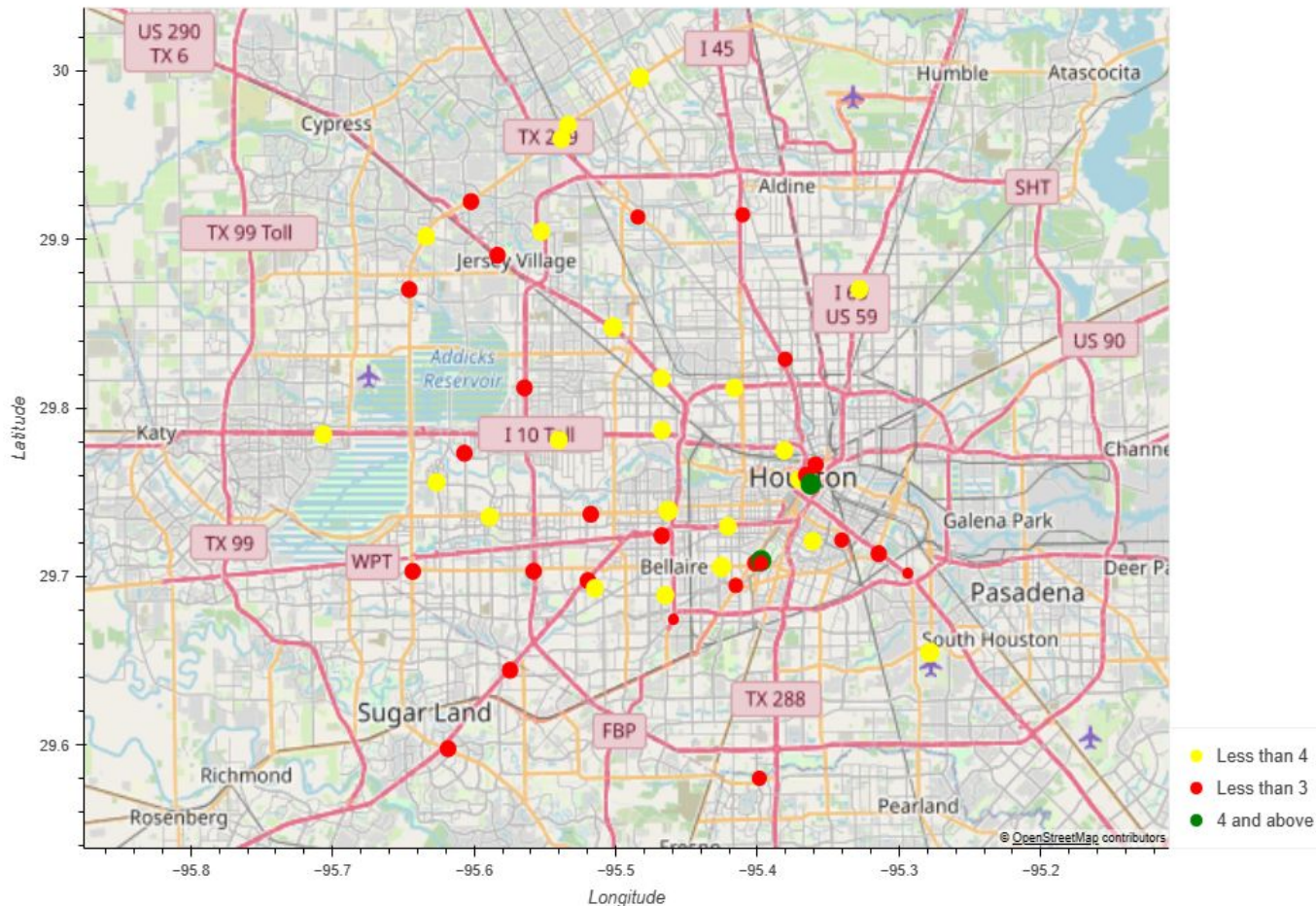




# Ratings in Los Angeles

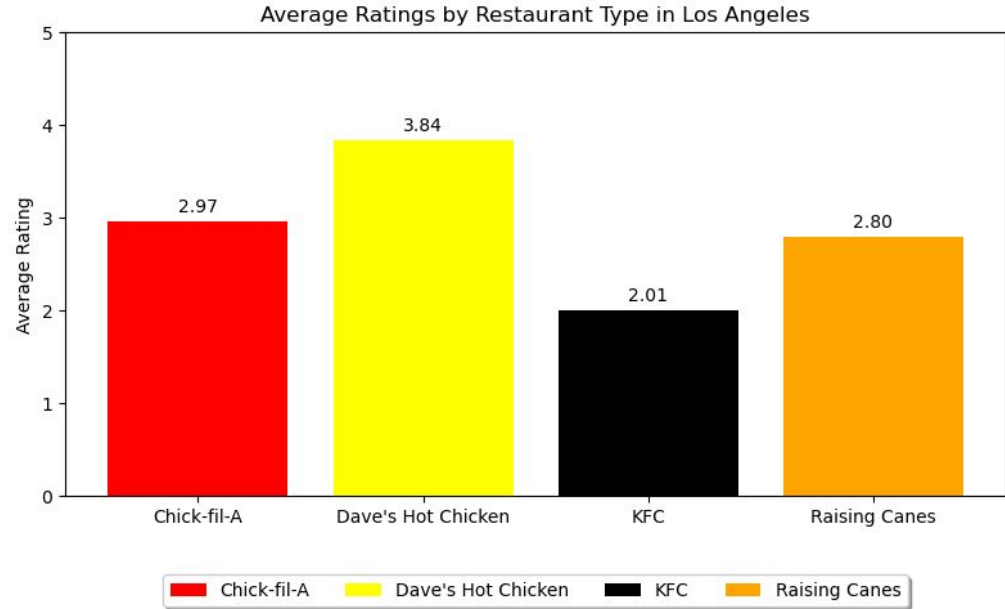


# Ratings in Houston



# Competition

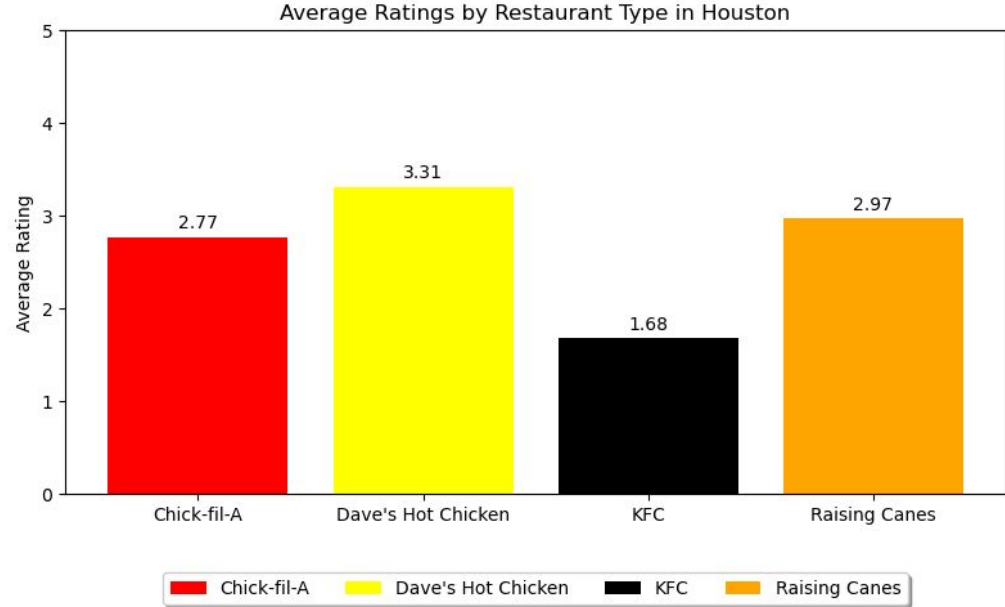
- Dave's Hot Chicken maintains the highest average rating (3.84) suggesting a strong and reliable customer satisfaction level.
- Chick-fil-A and Raising Cane's are both moderately rated for their customer service with average ratings of less than 3 stars.
- KFC ranks the lowest, with an average customer rating of 2.01, in comparison to the other fast food restaurants.





# Competition

- Dave's Hot Chicken maintains the highest average rating (3.38) suggesting a strong and reliable customer satisfaction level.
- Chick-fil-A and Raising Cane's are both moderately rated for their customer service with average ratings of less than 3 stars.
- KFC ranks the lowest, with an average customer rating of 1.68, in comparison to the other fast food restaurants.



# Summary

## **Geographical influence**

## **Customer satisfaction**

## **Competition**

- Los Angeles:
  - Chick-Fil-A's ratings vs. competitors reveal room for improvement.
  - Overall, restaurants showed positive rating trends, indicating a changing market.
- Houston:
  - Similar to Los Angeles, Chick-Fil-A has scope for enhancement.
  - Rating improvements across restaurants suggest shifting customer sentiments.