The goal.

You’ve had it.

So, you get it. There’s a reason Chick-fil-A® is one of the most successful and frequented fast-food chains in the United States. And, yes, it’s the sauce. There’s a lot more going on there than just an incredible sauce.

But, first, let’s break down what we did.

Research was required.

Consumer behavior is a living, breathing entity. It changes constantly. We started our research by looking at consumer patterns over time. Then, we compared Chick-fil-A® to their competition. Specifically, we looked into four core categories: cleanliness, customer service, quality, and satisfaction. The results were clear and compelling.

Our approach.

We used Surveys On The Go® (SOTG). As the nation’s largest, highest-rated consumer panel, SOTG has 10 million daily journeys. Here, the app looked for 1,800 consumers who’d been to a fast-food restaurant in the past 30 days. Then, we triggered a survey straight to their phones.

And, because it’s an app, you get:

1. **Fast-food buyers**: SOTG pinged real consumers to collect their opinions.
2. **Behavioral insights**: We surveyed category shoppers for Point of Emotion® insights.
3. **Accurate data**: Panelists were spoken to in real time, and validated via the SOTG app.

Customer experience is king. Buyers will pay you more for a better experience. Take the time to make your brand a unique event fit for their needs.

- 92% are satisfied with Chick-fil-A®.
- 53% say Chick-fil-A has the best customer experience.
- 37% say it’s the most competitive in the same QSR category.

People love a clean restaurant. Get this right and you’ll collect more than brownie points; your competition’s consumers will choose you too.

- 41% say Chick-fil-A® has the best cleanliness.
- 23% gap over the next competitor in the same QSR category.

Consumers are still looking for quality in their fast-food selection. Skimp out here and they’ll give up and go somewhere else.

- 36% say Chick-fil-A® has the best food.
- 12% gap over the next competitor in the same QSR category.

As a result of the research, we can see that the reason Chick-fil-A® is winning comes down to overall satisfaction. Their strategy is simple: create a great customer experience, a clean restaurant, and quality food—and you’ll be rewarded by repeat business.

The results.

Better outcomes on MFour Studio: the first platform to behave like your consumer. Using the nation’s largest consumer panel, MFour app-enabled data collection and software app, MFour has finally united market research and data science.

MFour Studio is the only place for real-time app, web, and foot traffic united with validated consumer surveys for unprecedented insights to help you capture the modern consumer’s attention.