

Why 92% of fast-foodies choose Chick-fil-A.

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, here's a hint: there's a lot more going in there than just an incredible sauce.

I bet you want to know how they do it.

No, not the sauce. How they built their business into a successful empire. We were curious too. Luckily, we own the nation's largest, highest-rated consumer panel. So, we decided to dig into the data.



Research was required.

Consumer behavior is a living, breathing entity.

It changes constantly. We started our search 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.

But, first, here's how we collected the data.

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.



The results.

- + 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%** gap over the next competitor 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.

About MFour.

MFour solves the issues of data fraud and commoditization in research using validated consumer data and a groundbreaking end-to-end insights platform. Utilizing the 4.5 star rated iOS & Android Surveys On The Go® app, MFour collects validated consumer behaviors + surveys to gain deep insights into consumer journeys. This data is seamlessly integrated into MFour Studio™, the only platform combining validated surveys with real-time app, web, and location data. This comprehensive approach empowers businesses to make informed decisions using validated consumer opinions and behaviors.