



# SERVICE MANAGEMENT WORLD

## Creating a One-Stop-Shop for Service and Support at Chick-fil-A

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## Before: Who ya gonna call?




SOLUTIONS		2017-2018 RISK & FINANCIAL SERVICES	
Accounting Solutions	800.255.1111	Special	800.255.1111
Business Development	800.255.1111	Public Relations	1.877.455.1111
Communication Services	800.255.1111	Real Estate	800.255.1111
CRM & ERP Systems	800.255.1111	Retail & Wholesale	800.255.1111
Cloud & SaaS	800.255.1111	Security and Compliance	800.255.1111
Event Planning & Management	800.255.1111	Software Development	800.255.1111
Facility Management	800.255.1111	Supply Chain	800.255.1111
Financial Services	800.255.1111	Training & Development	800.255.1111
Healthcare Solutions	800.255.1111	Travel & Hospitality	800.255.1111
HR Solutions	800.255.1111	Transportation	800.255.1111
IT Solutions	800.255.1111	Utilities	800.255.1111
Legal Services	800.255.1111		
Marketing Solutions	800.255.1111		

## Before: Inconsistent Support Experience



**Payroll**  
ServiceNow



**Treasury**  
Intermittent



**Marketing**  
Excel



**IT**  
ServiceNow



**Supply Chain**  
Falcon  
(Service Check)



**Training**  
Excel

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## Creating the Blueprint: Customer Feedback

We don't know who to call first.

We need to call after normal business hours.

When it's not urgent, we would rather find answers ourselves.

We want to know the status of our calls.

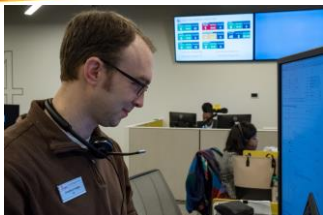
We want options besides calling.



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## Input from Current Helplines

**93%**  
of calls are to  
five help lines



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## Chick-fil-A HELP: Our Mission

We make it easy for Operators and staff to get answers,  
solve problems and identify opportunities.

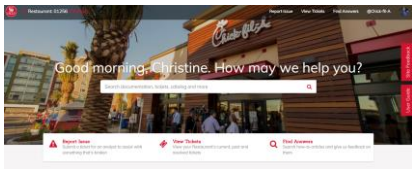


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**Now:  
One Number For  
Restaurants  
to Call**



**Self-Service HELP: You don't have to call!**



## Key Ingredients: Successful Transition



Technology Systems



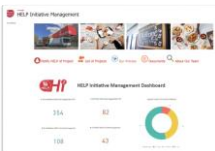
Staffing



Training

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## Key Ingredients: Successful Transition



Change Management



Knowledge Management

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## Insights are Key!

Helping Business Partners Understand Restaurant Impact

Metric	Previous Year	Current Month
Total Tickets	10,775	13,078
Restaurants Supported	1,872	2,014
Tickets per Restaurant	5.75	6.49
Average Speed of Answer	3:15	5:44

Metric	YOY Monthly Change	YOY YTD Change
Total Tickets	21%	14%
Tickets Per Restaurant	13%	6%

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## Insights are Key!

Helping Business Partners Understand Restaurant Impact

Top Configuration Items
Epsilon – Credit Software
POS Payment Terminal
Network Service

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## Monthly Scorecard

Monitoring Progress

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## What's next: Our 2020 Vision



We are viewed by Operators, team members and staff as a valued, critical resource because of our unique role and our accuracy, our speed and the quality of each experience.

We provide insights to departments that drive improved support.

We are active partners in knowledge sharing within current and future platforms.

We leverage technology with minimal human intervention to answer questions, solve problems and process requests through self-service, automation, proactive monitoring and artificial intelligence.

We develop our staff so that they are sought after candidates for other Support Center positions.

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## What's next?

Transitioning from majority contractor to staff positions



## What's next?



**Questions?**

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