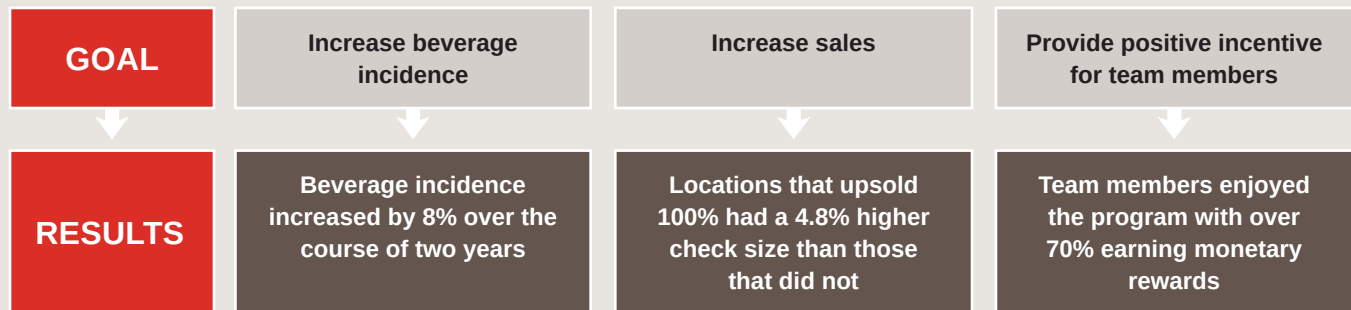


# Church's Chicken

An incentive program for catching team members doing something right



## KEY RESULTS



**C**HURCH'S CHICKEN'S BEVERAGE INCIDENCE (THE NUMBER OF meals purchased that include a drink) had declined and was in need of a boost. In many quick serve and fast casual restaurants, including Church's Chicken, the majority of the meal profitability is generated by the beverage, so Church's knew they were leaving sales and profits on the table.

To address the issue, Market Force Information® proposed a program to change the behavior of the crew by catching them doing something right. Dubbed "Cups of Cash," a targeted crew incentive mystery shop assesses a variety of operational attributes such as customer service, speed of service, cleanliness, food quality, order accuracy and, most importantly, upselling a combo meal and/or a beverage.



About 30 days prior to its start, the crew is alerted that the program is taking place and posters are even created to advertise the program. The program is often tied to a specific promotional limited time offer (LTO). The idea is to get team members excited by notifying them about the rewards. The crew posters are placed in the restaurants. As the shops begin taking place results are published and announcements are made about the winning stores and team members.

When a server successfully completes the upselling behavior that is being trained and tracked — the mystery shopper reveals himself or herself and hands the crew member a 'golden ticket' announcing the award they will be receiving from Market Force.

### THE RESULTS ARE IN

Beverages sales rise as the crew is alerted about the program, and spike when shopping and prizing is taking place. Although beverage sales fall after the program concludes, even after the program, beverage sales are up, and Church's has seen a steady upward trend over time.

Church's Chicken started by running this program once as a trial. **The business saw a 5.6% increase in beverage sales after the first effort.** The next year they implemented the program twice during the year, once for both of two separate LTOs. This year, they are expanding the investment to implement the program three times for separate LTOs throughout the year. The necessary investment in the program is funded by the participation of a major beverage manufacturer.

By leveraging the Cups of Cash program both restaurants and the beverage provider can emphasize the right behaviors, reward the front line crew for demonstrating them, and drive sales and profits all at the same time. A win-win for all.



## The program is a win-win for restaurants and their beverage providers.

## Thought Leadership

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