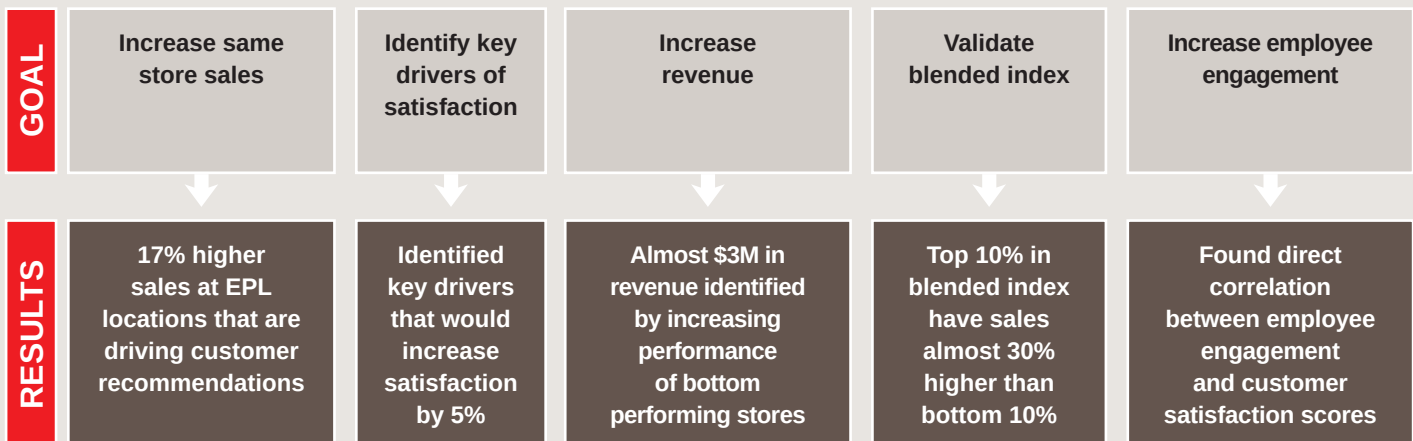


El Pollo Loco

Market Force goes “loco” to help EPL grow its business

KEY RESULTS



EL POLLO LOCO, SPANISH FOR “THE CRAZY CHICKEN,” TODAY IS A thriving brand with more than 425 restaurants in the American southwest. Growth wasn’t always easy to accomplish. As the brand spread across the U.S., it became more challenging to maintain the quality at every location customers had come to expect. When the economy slowed down in 2007-2008, expansion stores were hardest hit, and as a result, many new markets were shut down.

TEAMING WITH MARKET FORCE INFORMATION®

El Pollo Loco partnered with Market Force in 2004, beginning for the first time to capture guest feedback across all the stores in the chain. They deployed a customized customer satisfaction survey program to give their guests an opportunity to share their perceptions of their dining experience. This was the first step to understanding how they were executing against their guests’ expectations.



GROWTH OF A BEST-IN-CLASS CUSTOMER INTELLIGENCE PROGRAM

The trickle of guest responses turned into a flood for the chain and they began to identify operational areas they could improve. The initial customer feedback program proved so valuable to helping them assess areas for improvement that it expanded over the next several years to include an 800-call center program, which gave the guest another method for engaging with the brand and provide critically important feedback on their experience. In 2011, El Pollo Loco complimented this feedback with internal store audits and mystery shopping. Having all those customer touch points collected consistently and integrated into a single reporting and decision-support platform enabled El Pollo Loco to identify emerging problems, take action quickly, and drive bottom line results.

Market Force's KnowledgeForceSM provides a single, comprehensive view of the customer, from customer surveys to mystery shopping to contact center; as well as the decision support platform to let managers quickly identify emerging problems and departures from standards. Every year the voices of hundreds of thousands of customers are captured and shared with every crew member to provide a holistic view of their execution against customer expectations and brand standards and lets them see their stores through their customers' eyes. This enables the brand to take action and drive business performance improvement in real time at the location level.

THE CRAZY CHICKEN CONSUMERS LOVE

The growth of El Pollo Loco is driven by its focus on the customer, with attention to detail placed on product innovation, updating and modernizing location designs, and a laser-like focus on maintaining excellence in restaurant operations. With the Market Force program, El Pollo Loco is able to ensure that any guest who has a concern, suggestion, or service problem can quickly report that concern and get it resolved. It also provides coaching and recognition for staff across all locations to ensure that each guest has the best possible experience. Each location has a performance summary scorecard that relays critical operational and customer metrics to support the brand's continued growth.

Market Force has also worked with El Pollo Loco to craft a “blended index” to combine all the relevant measures into a single score that best represents the store's performance so store operators can quickly see at a glance how they're performing against themselves as well as their peers. And management can quickly spot stores that might need some extra help or coaching to meet their high standards.

Market Force customer intelligence solutions utilized by El Pollo Loco

Performance Summary Scorecard

– the scorecard provides a continuous view of performance across key customer and operations metrics on a single page for each location.

Customer Surveys

– customer feedback after a visit to any restaurant location gives insights into what customers' value, and what priorities exist for each location

Mystery Shopping

– visits across all corporate and franchise locations to conduct dine-in and drive-thru audits ensures operational processes are firing on all cylinders.

Contact Center

– a live call center and web support system tracks every issue through to resolution, and further automates the recovery process to improve customer retention.

Product Quality Support

– documentation and tracking of all case goods issues proactively manage vendors within the supply chain.

Custom Surveys

– a testing tool provides feedback on new store designs, new menu items, and new procedures before they roll-out to the entire system.

Menu Analysis, Menu Item Testing

– a method of continuously improving offerings ensures menus meet the wants and needs of their customers.

SIZZLING RESULTS AS EL POLLO LOCO GOES PUBLIC

Today, El Pollo Loco’s focus on excellence and customer feedback has paid off. The company has received 14 business and media awards for its efficiency, success and franchise management. The company has a solid record of increasing the number of stores as well as growing the same-store sales of its existing stores. The company’s performance was instrumental in launching a successful IPO in 2014 that raised \$100 million. “The crazy chicken” doesn’t look so crazy now!

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