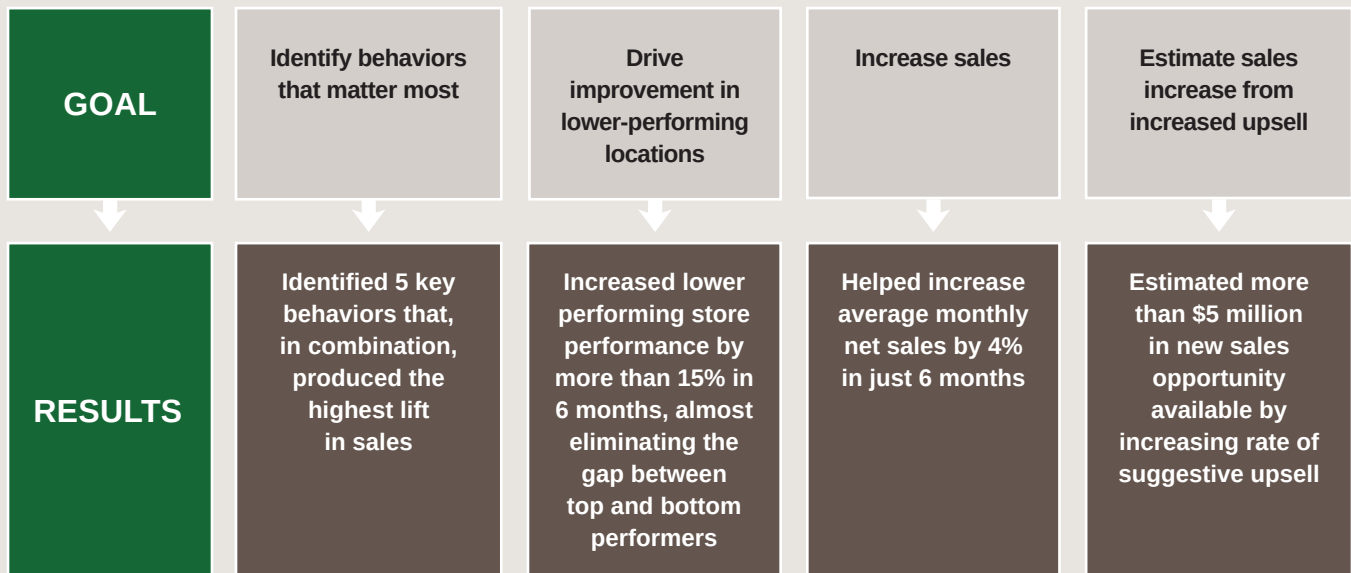


# Wingstop

The flying aces

## KEY RESULTS



**A**FTER SUCCESSFULLY CREATING A NICHE IN CHICKEN DINING IN the early years, Wingstop began franchising in 1998. The company today has more than 700 locations worldwide. In 2015, Wingstop reported 11 consecutive years of same-store sales growth, with a 36 percent increase in same-store sales in the last three years. How did they achieve this enviable record?



By focusing on the brand promise and the customer experience. Wingstop was founded on an important principle: deliver great food, do it with great service, and customers will come back for more. That principle led the founders to invest in customer experience measurement programs early on. But by 2011, Wingstop recognized that the program was growing stale. The standards had become watered down and operators didn't have the data they needed to drive change.

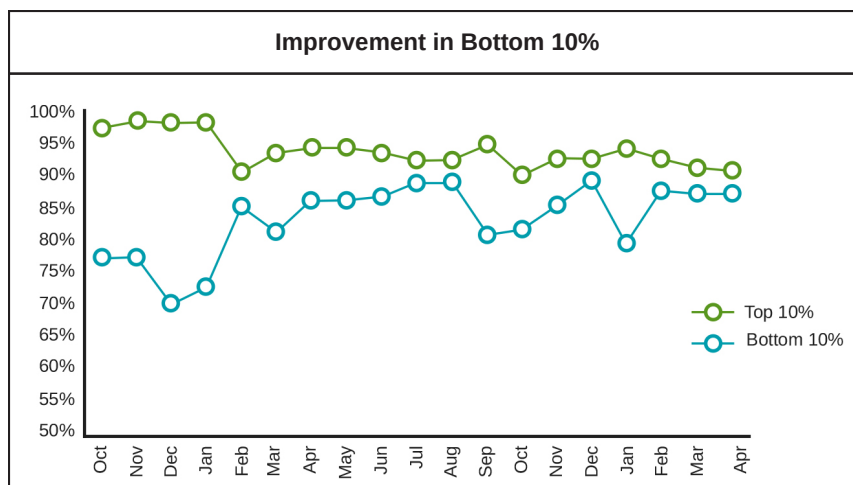
The company had big growth goals. And it asked Market Force Information® to assess its program and provide recommendations for fueling even more growth.

**THE MAGIC FORMULA FOR DRIVING SALES REVEALED: ADVANCED ANALYTICS**

Market Force began working with Wingstop in 2011 and wanted to help those big growth goals. Diving in to help the company create a program to drive change at the location level, Market Force revamped the mystery shopping program to focus on specific metrics that matter to Wingstop customers and drive consistent execution across the organization. The real payoff came from the advanced analytics that were employed once the program collected enough data to understand what was really driving sales. Armed with a year's worth of data, the Market Force analytics team was able to model critical linkages between sales and store attributes.

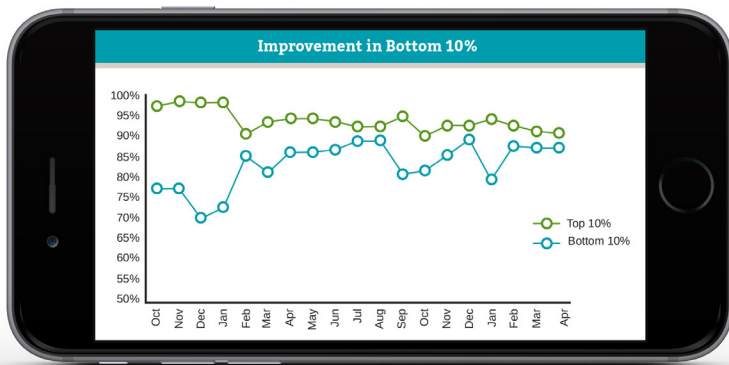
The analytics work produced a powerful model for Wingstop resulting in five critical behaviors that impacted same store comparable sales. Those behaviors were not difficult, and in fact, many stores were already doing them. But Wingstop took action by working closely with the stores scoring in the bottom 10% on mystery shopping. Over a six month period, these stores improved to look almost like the top 10%, and their same store comparable sales increased 15% more than the remaining 90% of stores.

“ Armed with a year’s worth of data, the Market Force analytics team was able to model critical linkages between sales and store attributes.



**THE ACES ARE FLYING**

Wingstop isn't resting on its laurels. It continues to push to provide the highest quality food, the best service, and the most engaging restaurant settings for consumers and their families. Far from a standard fast-casual restaurant, Wingstop is garnering increasing attention for its family-friendly atmosphere and a fun place to meet and dine. They're flying high—and poised to fly higher. In June 2015, Wingstop held its initial public offering (IPO), which provides resources to expand even more aggressively.



**15%**  
Transaction growth compared to other 90% of locations



**Thought Leadership**

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