

African KFC Operators Create a Consistent Customer Experience Across Locations With Zenput

For more than 75 years, KFC has been following Colonel Sanders' secret chicken recipe, with real cooks breadng and freshly preparing their delicious chicken by hand in more than 20,000 locations.



6.6%

improvement in product appearance tests

Increased

customer satisfaction significantly

6 hours

of admin work saved weekly

Challenge

Create a consistent customer experience and improve food quality across all stores

African KFC operators pride themselves on their decades-long history of delivering freshly-prepared meals at affordable prices. With that pride, comes a responsibility to deliver quality food and a consistent customer experience, across borders and across oceans. Being part of a world-renowned brand like KFC comes with its challenges. In order to maintain the high brand standards that KFC is known for, operators need to be on top of their food safety practices, cleanliness, promotional rollouts, and store maintenance. Before Zenput, African KFC operators used paper checklists and audits to facilitate adherence to those critical areas. They then had to collect those papers, manually aggregate all of the information, and sift through the data to identify if there were issues at their stores. This process would take area managers

over six hours every week to complete, and they weren't confident their concerns were addressed until the next time they visited the store, most likely weeks later.

"We'd spend hours and hours sifting through the paper. And then you would realize that there's incomplete information, and have to go back to find that information. Now, it's almost instant—I just sit in front of my laptop. I have all the information I need to track the work at the stores, and I know that the store and area managers are aware of all the important issues," says Wayne Hill, People Capability Manager, AKM Foods. This antiquated process wasn't working for African KFC operators, so they began looking for a solution.

Solution

An operations makeover

African KFC operators didn't just want to put their existing forms on a mobile device. They wanted the ability to schedule audits and tasks, automatically communicate and resolve issues at their stores, and track the work to get insights. That's when they found Zenput.

"It's not just about going paperless, it's about the data you get from it," says Hill.

Zenput allows them to instantly schedule work at the field and store level, configure automated corrective actions

when issues are found, track the work to ensure completion, and analyze the data to uncover areas for improvement. After implementing Zenput, African KFC operators were able to improve the execution of critical work across the organization and solve issues faster, improving the customer experience at every store. What used to take area managers six hours per week now takes them minutes. With that time savings, area managers are able to focus on meaningful store visits, coaching team members, and interacting with customers. Less administrative work in the office means more meaningful work at the stores.



“The head office is aware of all the tasks that are happening at the restaurant. And we are able to assist the restaurant where they need assistance before issues become larger issues that affect our customers.”



Bradley Forbes
General Manager
KFC South Africa Franchisee (Baobab Group)

Results

Improved customer satisfaction

With Zenput, African KFC operators assign work, track performance, and uncover trends and opportunities for improvement at their stores. Area managers and upper management get real-time insights on what's happening at their stores and detailed reports on historical trends. With those insights, Zenput helps operators safeguard the KFC brand, ensure a consistent customer experience, and improve their bottom line, more efficiently than ever before.

Not only does the new process allow managers to solve issues faster, but it also allows them to identify trends, so that they can predict problems before they impact the store's performance. And the results show: Since implementing Zenput, African KFC operators have seen a significant improvement in customer satisfaction.

The taste and quality of the chicken also improved. On Zenput, African KFC operators implemented a structured food preparation process and verified its execution with regular audits, including photos and temperature readings.

“Because the cooks take photos of their finished product, they want to show off their work. This, along with regular feedback from the audits, improved each cook's process, resulting in a drastic improvement in both product quality and taste of the chicken,” says Ricky Brown, General Manager, KFC Baobab.

With the consistent adoption of Zenput, chicken doneness and product appearance tests improved by 6.24%, leading to enhanced customer satisfaction scores and a notable increase in repeat business.

Zenput's streamlined and automated process allows management to get meaningful insights from their stores, improve accountability across their organization, and make data-backed decisions on growth strategies and improvements. By transforming their operations with Zenput, African KFC operators are able to provide a better and more consistent customer experience at their stores and deliver on their world-renowned brand promise.

“The customer experience has drastically improved since implementing Zenput in each of the restaurants, from product quality to the hospitality that the team members offer our customers.”



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