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Can you Chick-Fil-A any process in your business?

The world would be a dramatically better place if it all ran as smoothly as a Chick-Fil-A restaurant. If only everything ran as efficiently as these restaurants do.

You may not be a fan of lightly fried chicken sandwiches and strips, but even if that's the case, I would strongly encourage you to visit a Chick-Fil-A as a businessperson.

You'll benefit from seeing first hand how supremely they execute on customer service. You will see several things that they do that are all directed towards saving their customer's time while providing them with well prepared food, getting them on their way as soon as possible, despite the large crowds.

If you go during a mealtime, expect large crowds, but don't let that get you down. Large crowds are the norm and they are no problem for Chick-Fil-A or their customers, you'll be amazed how fast the line moves.

You can pull into a very long drive-through line, one that extends off of the parking lot, and pull out with your order paid for and resting in your lap in 10 minutes, sometimes less. When their not busy, you barely come to a stop at any point through the line, out in just a few minutes.

This excellent service is no accident of course, and on my visits I have been taking note of all of the things they do to speed you through the line. For starters, on the busiest days, they have employees outside with iPads, allowing them to take orders faster than can be taken from the two drive-thru lane's speakers. By taking orders deeper into the line, the kitchen staff can get to work on preparing more meals than they would be able to if orders were only coming in through the speakers.

Then there is often another employee outside whose only job is to find out what condiments you need, and from a condiment stand alongside the drive thru lane, they get you set up with all of that, away from where you placed your

order, and away from the food pick up window. One less question at the ordering speaker, and one less task they have to worry about at the food pick up and payment window.

Finally, when you pull up to the window to get your food, they have two employees at the window; one to hand you your food and verify your order, the other responsible for taking payment.

The net result of all of this is that you move through a very crowded store in a remarkably brief period of time. I have steered into a Chick-Fil-A lot many more times than I would have if the service were more like the typical fast food restaurant. When you visit and see all the people moving quickly through the line, only to be replaced by many more behind them, you will realize how profitable these stores must be.

So you should visit a store as a businessperson and watch for yourself. And you should ask yourself how you could make your business more like Chick-Fil-A from an efficiency and customer experience standpoint.

Are all of your processes thought out in terms of maximum efficiency?

Could you break down any of your processes and give your employees more specific and focused tasks that will speed up your service delivery?

Do you make it as easy as possible for your clients to do business with you?

What could you do to give your client's some of their time back when they do business with you?

Implement your answers to these questions and increased business should follow.

Thanks for reading.