

Case Study – Church's Chicken



Overview Founded in San Antonio, Texas, in 1952, Church's Chicken® is a highly recognized brand name in the QSR sector and is one of the largest quick-service chicken concepts in the world. Church's Chicken serves freshly prepared, high quality, flavorful chicken and tenders with signature sides and made from scratch biscuits at low prices. The brand differentiates from its competitors in care and attention given in preparation of food, and is positioned as the Value Leader in the Chicken QSR category. As of October 2008, the Church's system had over 1,600 locations worldwide in 21 countries, with system sales exceeding \$1 billion.

Challenge Church's Chicken prides itself on refreshing their website with new creative and content to keep customers coming back. The original challenge was ensuring that the most current restaurant addresses and other local information was updated and available on the website in a timely manner. The majority of hits to the Church's Chicken website are from consumers looking for a local store location. Therefore, it is essential that the store locator pages are up to date and easy-to-use. The new challenge was to ensure that online researchers turned into local traffic.

Solution Church's Chicken has been a long time client of Where 2 Get It and just recently upgraded to Business Locator 2.0 to add enhanced mapping functionality and ease-of-use. SlippyMap™ technology with GeoIP automatically displays locations based on a user's IP address without the consumer having to type in his or her address. To help turn online traffic into foot traffic they added SMS Text Messaging capability, which allows consumers to send address details as well as driving directions to their mobile devices and email addresses. This ensures that the consumers who are searching, and possibly even their friends, have the information needed to get to the store.

Results Where 2 Get It's new Business Locator 2.0 functionality is fully compatible with Church's Chicken's legacy systems and was easily integrated, resulting in a seamless customer experience. Reports and analytics are available through the Locator Console to evaluate the ROI of how many consumers are requesting location data and for which locations. The updates to the locator have given their site an improved Web 2.0 look and feel.

"Where 2 Get It offers the best value for the cost, along with their superior technology and world class customer service, leading us to rely on them as our one source for locator technology needs," said Georgia Hutton, Senior Manager of Advertising & Branding, Church's Chicken.