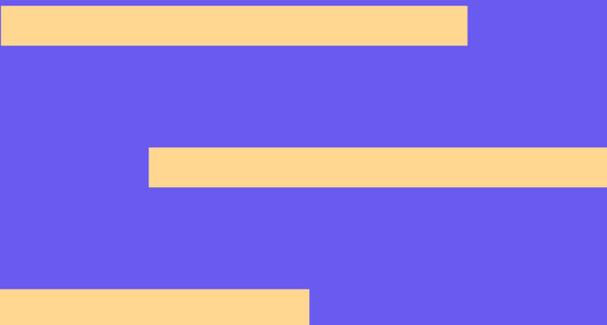




## Hungry for more

How mobile messaging helped  
KFC India collect 250% more  
customer feedback

**KFC**<sup>®</sup>

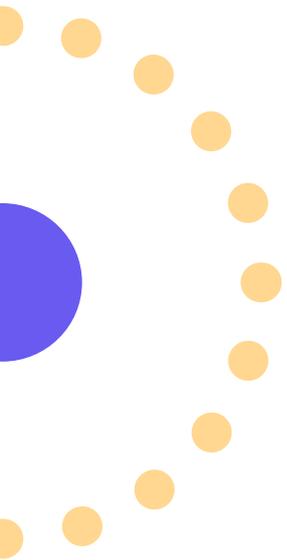


# When every minute matters

Imagine. You get home late from work and you're hungry. So you decide to treat yourself to a takeout. You excitedly order, slump on the sofa and wait. And wait.

And wait.

This is an all-too-common scenario when we order fast food. What should be a convenient, time-saving luxury can easily lead to a serious case of “hanger” – a destructive combination of hunger and anger. And this can result in bad reviews, negative word of mouth and even the loss of repeat business.



Now imagine instead that your favorite fast food chain built their delivery process in a way that keeps you informed – from order confirmation and dispatch to the moment the delivery driver arrives at your door. They also get your feedback and resolve any issues immediately.

You'd still be hungry but you'd probably be less angry. And you'd be more willing to tolerate the wait. You may even be impressed that the chain had put itself in your shoes. And you'd be more inclined to leave some positive feedback.

This is the kind of Empathetic Interaction KFC India is delivering, making sure people are as satisfied with their experience as they are with their food – and giving them the chance to feed back if they aren't.

By creating an end-to-end intelligent mobile messaging workflow with us, KFC have built a new way to talk to customers in a more conversational way. The result? Improved customer satisfaction and a 250% increase in the amount of feedback they receive.

This is the story of how they did it.



## The Empathetic Interaction™

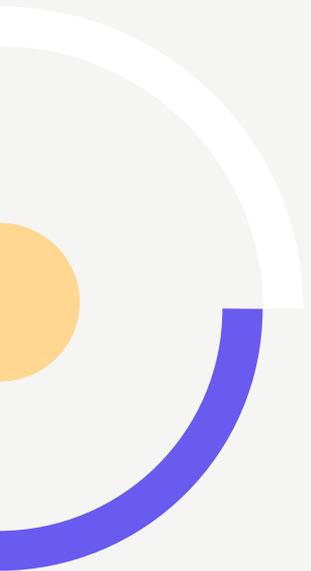
The Empathetic Interaction is all about seizing the countless invisible opportunities to help your customers or employees by delivering information, experiences and alerts that'll make their lives easier.

It's about using what you know about the individual and the situation they're in – then anticipating what'll make them happy. When their needs and yours can be met in a single moment, Empathetic Interactions become truly valuable.

OpenMarket's multi-channel mobile messaging platform, indigo, makes it easy for your people to create Empathetic Interactions without relying on IT's help.

Templated campaigns, best-practice insights, AI, and a direct connection to the world's best global messaging network help you deliver the right conversations, on the right channels, at the right time.

[Find out more](#)



## **Different challenges, same solution**

KFC are making great inroads into the fast-growing home delivery market in India. They have over 300 outlets in more than 80 cities.

They've long used SMS messages for promotions and marketing. OpenMarket introduced using SMS to confirm orders and delivery and improve the customer journey. But they wanted to improve the whole customer journey – including making it easier for customers to offer feedback.

Timely feedback, automatically tied to the appropriate restaurant, would give managers the opportunity to intervene personally if anything goes wrong – in the case of a delayed delivery, for example.

Mobile messaging is a natural channel for this feedback. An intelligent SMS workflow allows the KFC team to automate the entire customer journey, with less room for manual errors.

Ultimately, KFC got the feedback loop it needed, boosting the customer experience and giving employees and head office valuable data to help continually improve the service.

## **When your messaging workflow covers every eventuality**

With OpenMarket's platform, KFC are now able to proactively update customers on the progress of their order. As soon as an order is processed, the customer receives a confirmation text, followed by another text on dispatch – usually within seven minutes of ordering. If the food hasn't been dispatched within 10 minutes, they'll get an SMS to reassure them.

In the unusual event that an order isn't dispatched after 45 minutes, an alert including the customer's name, number and order details goes out directly to the store manager. They can then immediately get in touch with the customer to explain the situation and take steps to make it up to them.



An hour after ordering, barring any delays or managerial interventions, every customer receives a text asking for feedback, including the chance for free-text comments (which 25% of respondents add). Positive feedback triggers a thank-you note. But if the feedback is negative, the restaurant manager is provided with the customer's details so they can address the situation.

**That's what we mean by an Empathetic Interaction™.**



“OpenMarket’s platform is the simple and automated solution that we wanted. The workflows are flexible and easy to customize, and SMS itself has unbeatable reach and immediacy. We can control nearly every aspect of the customer experience and we have a direct line to our customers. This means we can easily update them on their order, get feedback from them first hand and respond instantly if things don’t go as planned.

“Another reassuring part was to know that a majority of our customers gave us positive feedback – they are eager to thank us and even give suggestions to make us better.”

**Pradeep Ramakrishnan**  
CTO, Yum! Restaurants  
KFC India’s parent company



### **A transformative feedback loop**

KFC's new SMS workflows have boosted the customer experience and helped them collect 250% more feedback compared to their previous email-based method. This feedback is then used to further improve the service. The proof? Significantly more of that feedback is positive.

As the platform automatically categorizes feedback as positive or negative, responding to feedback in real time empowers KFC store managers and does wonders for customer retention and brand loyalty. Even unhappy customers can be persuaded to reorder when a bad experience is offset by a positive interaction.

KFC India's interactions with customers have become altogether more empathetic, delivering not just the food their customers want, but the experiences too.

**250%**

**More feedback compared to their  
previous email-based method**

# Multi-channel messaging

Discover how the indigo multi-channel messaging platform works.



## We are OpenMarket

As an Infobip company, we help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and responsive in real time. When customer experience isn't just a buzzword, it's an obsession. We'd love to do the same for you.

