

# Chick-fil-A Owasso Market

Owasso Economic Summit Outline

## Creating Raving Fans

Build Relationships to Build the Business

- I. **Operational Excellence-** Develop trust with our guests by meeting quality requirements all day, everyday.
  - Taste of Food
  - Speed of Service
  - Cleanliness
  - Attentive and Courteous
  
- II. **Delivering Second Mile Service-** Develop relationships by going above and beyond customers expectations.
  - Carry Trays to tables
  - Refresh Beverages
  - Clear Tables
  - Carry Large Orders to Cars
  
- III. **Create Emotional Connections-** Leverage our unique assets in an unusual way.
  - Food - Give real food away, it's always better than just paper.
  - People -The right people are essential to connecting with our customers in a personal way.
  - Cows – Make the cows celebrities, and leverage their celebrity status daily.
  - Influence – Identify how we can uniquely serve our community.

**“Make people your priority and everything else will take care of itself.”**

**S. Truett Cathy**