

Success Story: How Chick-fil-A Increased Mobile Sales Through Faster A/B Testing



Chick-fil-A is a family-style restaurant that specializes in chicken dishes. Today, they have over 2,100 restaurants across 46 US states and 11+ million downloads of their mobile ordering app (which launched in 2016).

Their Goal: Use Mobile Orders to Improve the Customer Experience

Chick-fil-A's mobile app was created as a solution to the long wait time their customers were experiencing. Chick-fil-A's in-app payment system allowed customers to pay directly with their credit card without loading money onto a gift card. However, the payment option layout was confusing, and customers were unaware that they could pay using their credit cards. As a result, Chick-fil-A received countless customer complaints about this misconception.

When the app first rolled out, Chick-fil-A relied on customer reviews and support calls to measure success. They were unable to monitor the impact changes made in-app had on their customers.

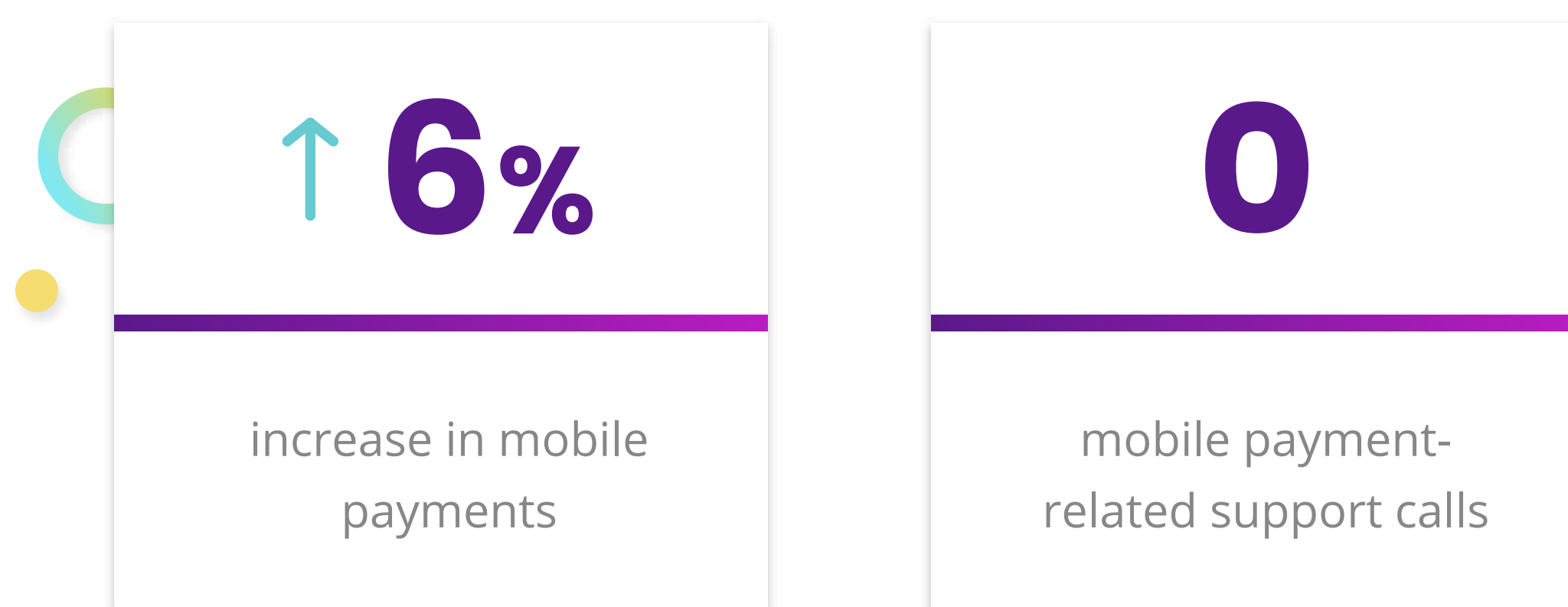
"Without any data-driven system, it was really just guessing whether or not we were making the product better or not over time," says Jay Ramirez, Product Owner at Chick-fil-A.

Their Strategy: Adopt A Data-Driven Approach To App Changes

Taplytics' Visual A/B testing solution and analytics dashboard armed Jay and his mobile team with data that helped them take their app to the next level. Taplytics measured the baseline of their payment flow and gave the mobile team the ability to iterate on ideas quickly. The accuracy and timeliness of the visual test allowed for better data when it came to product decision-making.

As a result, Jay and his team were able to find and test a payment flow that better highlighted the credit card payment option. The winning variation increased credit card use by 6%—without disrupting the incredible conversion rates they already had.

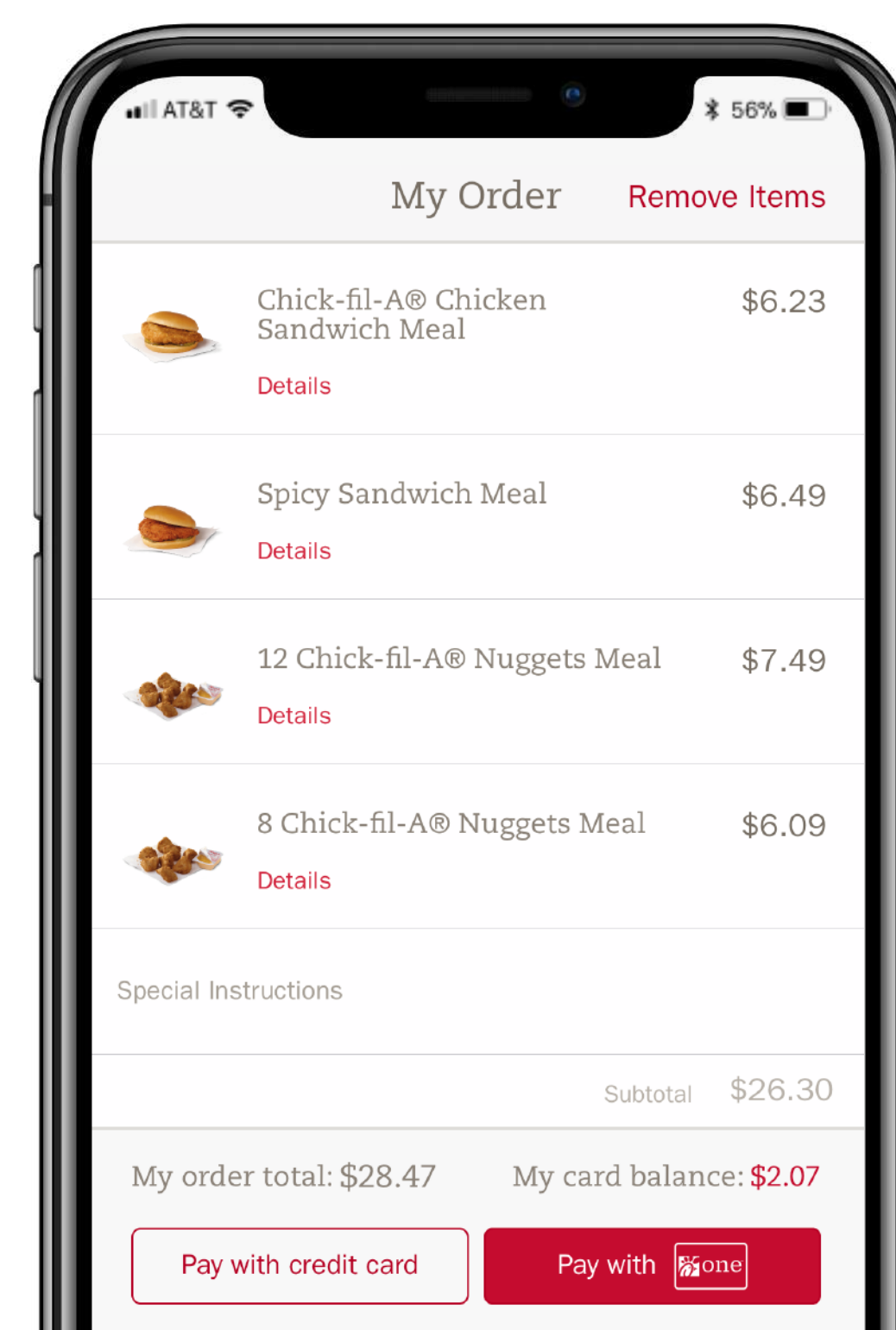
Their Results: Increased Payments and User Satisfaction



"With Taplytics' visual A/B testing solution, we saw a huge bump in credit card purchases once we introduced our new payment flow. The number of customer payment option complaints dropped to zero, meaning customers are much happier with their Chick-fil-A experience."



Jay Ramirez
Product Owner, Chick-fil-A



Chick-fil-A's visual test proved the importance of clearly showing the, "Pay with credit card" button as the winning variation that reduced customer complaints.