



Winning Hearts Every Day



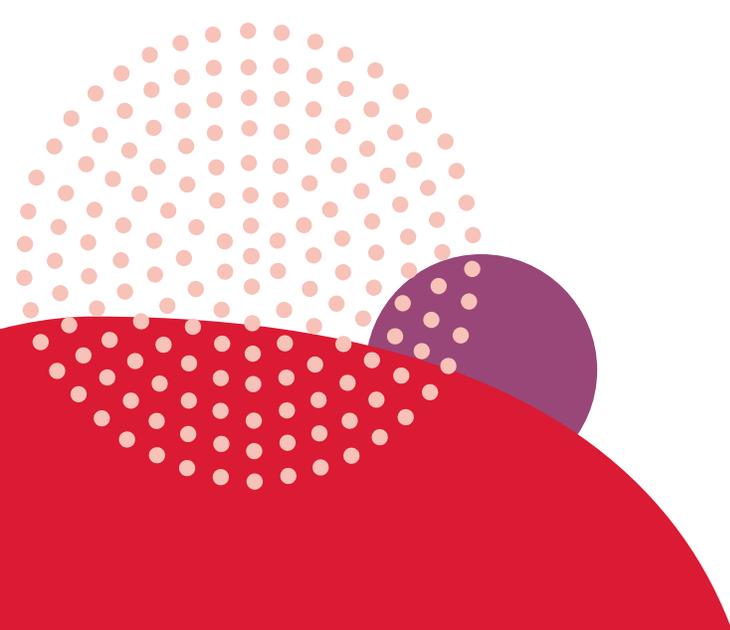
**Fast & Accurate Service
Learning Guide**



Contents

30–45 min

<u>Welcome: How to Use This Guide</u>	1
<u>Introduction to Fast & Accurate Service</u>	2
Episode 1: Introduction	
<u>Critical Behaviors</u>	3
Episode 2: Serve with Accuracy	
Episode 3: Deliver Food Quickly	
<u>Excel at Execution in Fast & Accurate Service</u>	5
Episode 4: A Master Class with Will McFaddin and Ari Zachas	
<u>Additional Resources</u>	7





Welcome

Welcome to the Fast & Accurate Service Learning Guide!

In this guide, you will find links to episodes and accompanying reflection opportunities to help you clearly see the central role Fast & Accurate Service plays in our Customers' experiences and how we can work together as Restaurant teams to win the hearts of our Customers by delivering Fast & Accurate Service every day.

How To Use This Guide

- 1** **Pace yourself** throughout the entire guide.
 - 2** **Follow the prompts** indicating when to:
 - Watch the on-demand learning videos
 - Read the written content
 - Reflect on what you just learned
 - 3** **Consider how** you can apply what you are learning within your own Restaurant team.
- 

Tip

After you and your fellow Team Leaders have finished this Fast & Accurate Service Learning Guide, consider meeting together to discuss takeaways and to gather ideas for action planning.

Introduction to Fast & Accurate Service



It's time to dive into the third of the 4 Focus Areas—Fast & Accurate Service. Speed is tied with taste as the number one driver for Overall Customer Satisfaction. Our Customers feel seen, heard, and cared for when we get them the food they ordered accurately and in a timely manner. Needless to say, Fast & Accurate Service is a crucial component of **Winning Hearts Every Day!**



[Watch Episode 1:
Introduction](#)

Formula 1 Pit Crew

In this video, Trey and Julianna looked at the accuracy and speed of a Formula 1 pit crew to help us think about the importance of Fast & Accurate Service in the Restaurant.

Formula 1 pit crews are teams of highly skilled athletes that use choreography, precision, and technology to perform some of the fastest actions in the world. In 2019, Red Bull's pit crew broke the record for the fastest pit stop in history, completing the task in just 1.82 seconds. They were aptly named the "fastest pit crew you may never see" because their work was literally finished in the blink of an eye.

Accuracy and speed are in the details, and for a Formula 1 pit crew, success depends on every person doing the right thing, the right way, as quickly as possible. The same is true for Fast & Accurate Service at Chick-fil-A. It requires every person on the team to deliver the right food to the right people as quickly as possible.

Ask Yourself

1. A Formula 1 pit crew's accuracy and speed are both essential to not only the driver's safety but also the team's success. How are accuracy and speed similarly essential to the success of your Restaurant?
2. Accuracy and speed take every member of a team doing their job quickly and perfectly every time. How do you motivate individual Team Members to work toward and reach this kind of standard?

Critical Behaviors

There are two Critical Behaviors required to deliver Fast & Accurate Service:

1 Serve with Accuracy

2 Deliver Food Quickly

Both accuracy and speed communicate care to our Customers in the ways that matter most to them. By getting them the food they ordered quickly, we are showing we value their time and are helping them conquer the rest of their busy days!

Serve with Accuracy



[Watch Episode 2: Serve with Accuracy](#)

As Trey and Julianna said in this video, order accuracy communicates care to our Customers. It shows that we see them, recognize them, and care about their needs. Our Customers expect to receive what they ordered, exactly what they ordered, every time—so this should always be our goal!

Though accuracy and speed feel like competing priorities, they actually work together to serve our Customers well. However, it's important to note that we want to work fast, but never rushed. It's when we're rushed that we make mistakes like taking down the wrong order, and this is the opposite of caring for our Customers!

There are many ways to Serve with Accuracy in the Restaurant, but here are three examples of things you and your Team Members should do to ensure our Customers receive exactly what they ordered:



Confirm the order.

Read the Customer's order back to them and ensure the kitchen is provided with additional information concerning the order if necessary.



Double check the bag.

Before delivering the bag(s) to the Customer, confirm that no items are missing from their order. This is especially important with large orders!



Provide all needed items.

Make sure the Customer has sauces, straws, napkins, and plasticware, and ask them if they need anything else before you serve the next Customer.

Deliver Food Quickly



[Watch Episode 3: Deliver Food Quickly](#)

Our Customers have busy lives, and in order to serve them well, we need to make sure we prepare and deliver their food quickly. Speed is tied with taste as the number one driver of Overall Satisfaction for Customers. This means that delivering food quickly and with a sense of urgency is delivering value to our Customers in a way that really matters to them.

In this fast-paced world, our Customers need convenience. When we prepare their food quickly, we are able to meet this need, freeing them up to use their time to tackle their day. Our goal is to get orders right and deliver them quickly every time. Consistency in speed builds trust and keeps our Customers coming back—especially on their busiest days!

There are many ways to Deliver Food Quickly, but here are three examples of things you and your Team Members should do to ensure our Customers receive the right food fast:



Run the face-to-face drive-thru options.

Ensure there are no gaps between cars while you're taking orders, taking payment, and delivering meals outside in the drive-thru.



Maintain two-way communication.

Facilitate positive and effective communication between Front of House and Back of House to maintain unity and camaraderie during the busiest times.



Ensure the bagging area team is working cohesively.

Assemble the food, pair with drink, and communicate clearly with the Team Member who is delivering the meal to the Customer.

Ask Yourself

1. How do you emphasize “fast but never rushed” in your Restaurant to ensure order accuracy and hospitality are maintained?
2. What are the most effective systems you have in your Restaurant to deliver Fast & Accurate Service? What systems may need to be reevaluated?
3. How do you connect serving Fast & Accurate Service to Chick-fil-A’s Shared Vision to be the world’s most caring company? How can you teach this to your team in a way that matters to them?

Excel at Execution in Fast & Accurate Service



We all have a role to play in delivering Fast & Accurate Service for our Customers. In this Master Class, Will McFaddin and Ari Zachas break down how we can do the right thing, the right way, every time to deliver food quickly and ensure order accuracy.



[Watch Episode 4: A Master Class with Will McFaddin and Ari Zachas](#)

Reflect on How Well Your Team Delivers Fast & Accurate Service

Now that you've watched all four episodes, take 15 minutes to simply walk around the Restaurant and observe Team Members serving Customers. Use this 1-5 rubric to rate how effectively your team or Restaurant is excelling at execution in Fast & Accurate Service, and where you are seeing gaps.

1	2	3	4	5
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree



Pursue Mastery

- _____ As a Team Leader, I'm ensuring there is always **D**edicated Leadership in key areas of the business (Drive-Thru, Front Counter, Kitchen, etc.)
- _____ Team Members in key areas have **R**ole Clarity and have started to specialize in their unique roles
- _____ Our Restaurant has made a clear **I**nterest in Tools, People, and Processes
- _____ In our Restaurant, there is a **V**ision, Goals, and Culture that create focus around what the team is trying to achieve
- _____ Our Restaurant **E**xecutes a Simple and Proactive Drive-Thru Plan
- _____ As a Team Leader, I am **S**tudying the System by observing, assessing, and activating my team to achieve speed and accuracy



Own the Numbers

- _____ As a Team Leader, I am continually identifying and clearing potential bottlenecks
- _____ As a Team Leader, I am keeping track of lagging metrics like Speed of Service and Order Accuracy through the Customer Experience Monitor (CEM)
- _____ As a Team Leader, I am ensuring work is equally distributed amongst Team Members in the bagging area
- _____ Our Restaurant has a clear process for staging and preparing meals and a clear process for communicating what success looks like
- _____ As a Team Leader, I am engaging my team and tracking leading metrics like “percentage of time orders are confirmed” or “reasons for inaccurate orders when Customers contact Restaurant”



Help Others Win

- _____ Team Leaders and Team Members are communicating regularly to deliver Fast & Accurate Service
- _____ Team Leaders and Team Members are delivering real time feedback to help each other deliver Fast & Accurate Service
- _____ As a Team Leader, I am taking time to celebrate small wins when Team Members deliver Fast & Accurate Service or when they correct a mistake before the Customer leaves the parking lot

Turn Your Insights Into Actions

Meet with your fellow Team Leaders to discuss your learnings, and consider creating an action plan to address any gaps in Pursuing Mastery, Owning the Numbers, or Helping Others Win in Fast & Accurate Service.

Additional Resources



Order Accuracy Playbook

This graphic features a blue background with a white checkmark icon inside a red-bordered square on the left. The text "Order Accuracy Playbook" is written in white on the right. The background includes decorative elements like a red dotted border at the top, a green circular pattern in the top left, and orange and blue geometric shapes at the bottom.



Order Accuracy Site

This graphic features a red background with a white pie chart icon inside a white-bordered square on the left. The text "Order Accuracy Site" is written in white on the right. The background includes decorative elements like a red dotted border at the top, a blue and green circular pattern in the top left, and an orange circular shape at the bottom.



Drive-Thru Best Practices Hub

This graphic features an orange background with a white icon of a drive-thru window inside a white-bordered square on the left. The text "Drive-Thru Best Practices Hub" is written in white on the right. The background includes decorative elements like a red dotted border at the top and a purple circular pattern in the bottom left.