



Chick-fil-A in Cyberspace

Purpose

Chick-Fil-A, famous for their boneless chicken sandwich, was founded in the early 1960s, and established the use of restaurants in shopping malls around the country. This family owned business has over 1,430 locations nationwide, and annual sales reaching almost \$3 million. The catchy slogan, “Eat Mor Chikin,” has attracted hungry and happy customers for years, making Chick-Fil-A the second largest fast-food chicken restaurant in the United States.

Monitoring social interaction about Chick-Fil-A is an asset to the company not only to track what people are saying about the m, but to increase awareness about upcoming events and experiences. Keeping track of customer satisfaction and dislikes help Chick-Fil-A tweak their way of business to keep those thousands of restaurants afloat.

Methodology

We utilized a variety of social media sites to conduct our research on Chick-fil-A. We searched Technorati, Quantcast, Blogsearch on Google, Facebook, MySpace, Flickr, Twitter, and YouTube. All of the information we used was posted in 2009. Most of the blogs were posted in September, with only a few created during the earlier months of the year. Groups and fan pages were updated during September as well.

We ensured credibility of each source through different techniques. Web sites such as Facebook, MySpace, and Twitter can be monitored by checking the number of fans or followers in the groups or specific bloggers. Technorati utilizes a rank and authority method that allowed us to determine our sources’ credibility. We also researched the background of the bloggers to learn their credentials.

Results

In general, Chick-fil-A received positive feedback from online blogs and other social media forms. People love the food, they love the brand, and some even said they were addicted to Chick-fil-A.



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Many of the blogs were revolved around deals that Chick-fil-A was offering. There was a lot of response to the deals such as free meals, gift card give aways, coupons and other offers. Noticeably, a large part of the audience was moms who were looking for deals.

One negative comment in a Facebook post involved a customer who was upset over the way Chick-fil-A handled a situation. This person had received a box that had blood all over it and the employees refused to do anything about it. This individual made it clear that he was unsatisfied with his meal and that the staff did not do anything to help. This individuals' post did not start an outbreak of other customer complaints, so people may not have taken it seriously or they are too loyal to the company.

It seems that on Twitter and Facebook groups people talk about how they are addicted to Chick-fil-A. Many customers express that it is part of their routine to get Chick-fil-A and that they must have it at certain times. Some also expressed that "they wanted Chick-fil-a on the only day they couldn't have it."

Chick-fil-A is the only fast food restaurant that is not open seven days a week. This is due to the fact that it is a Christian/Mormon company and Sundays are left for traditional religious reasons. Although many wish that Chick-fil-A was open on Sundays as well, people did not seem to have negative feedback. The fact that Chick-fil-A is not open seven days a week almost seemed to fuel customers addictions even more.

Conclusion

Overall, Chick-fil-A has positive feedback, its customers are loyal, and people love the brand. There was a small amount of negative feedback, however, this did not seem to impact the overall image of the company or brand.

After researching Chick-fil-A it is clear how powerful the brand can be. Even as our group researched, we started craving Chick-fil-A. Overall, Chick-fil-A has done a great job at keeping customers and putting out a positive image. There are a couple of things Chick-fil-A could do to improve their image and brand.