



Kentucky Fried Chicken®

MMA

CX UNPLUGGED | VIRTUAL

FUTURE OF INNOVATION & CUSTOMER EXPERIENCE

APRIL 5-6, 2022

KFC's \$31 B BUSINESS



GLOBALLY DIVERSIFIED

*~150 countries
85% ex-US*



SCALE & RESPONSIVENESS

*Brand, People, Food,
Ops*



ASSET LIGHT

98% franchised

CX CONVERSATIONS TODAY

GENERAL AGREEMENT

- **BUSINESS CRITICALITY**
- **LEADING SALES INDICATOR**
- **BRAND HEALTH MEASURE**
- **DIFFERENTIATOR**
- **INTERNAL FOCUS**

MORE DEBATED

- **WHAT GREAT LOOKS LIKE?**
- **STRATEGIC PILLAR?**
- **WHO OWNS?**
- **BEST APPROACH?**

PERSONAL PERSPECTIVES

1. SETTING AMBITIONS

- BEYOND CX TO CX AND TX
- RE-FRAME CX REFERENCES
- OUTCOME OF STRATEGY

2. ACHIEVING AMBITIONS

- FEW HIGH VALUE POCKETS
- TECHNOLOGY #1 UNLOCK
- RECOVERY OVER-LOOKED OPPORTUNITY

1. SETTING AMBITIONS

CX << TX

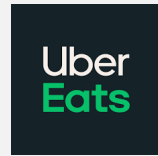


REFERENCE(S)

Direct



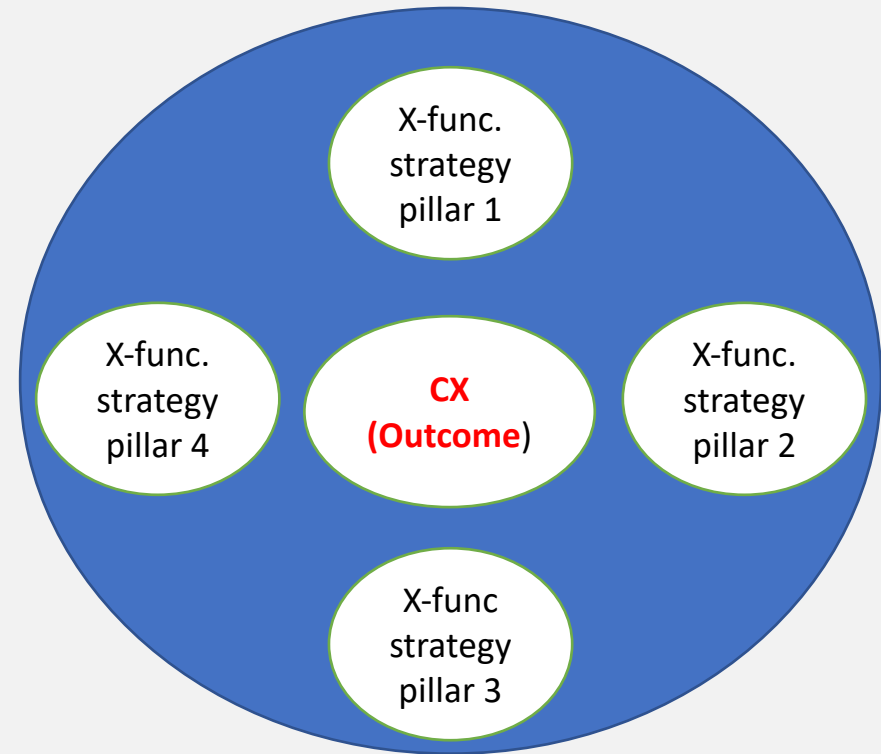
Experiential



Perceptual



OUTCOME OF STRATEGY

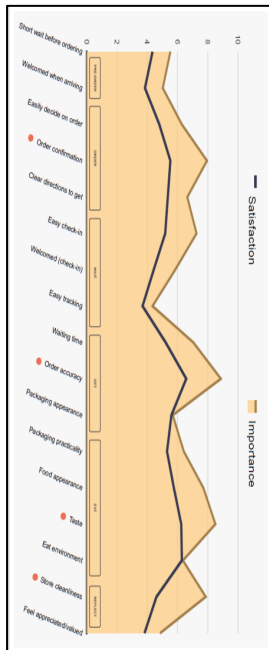


2. ACHIEVING AMBITIONS

VALUE POCKETS

Delta importance vs. satisfaction

Result



- Over
- Proper
- Under

DIGITAL-LED UNLOCK

- **CONSUMER TECH EXAMPLES**

- PREDICTIVE RECCOS
- PROACTIVE ALERTS

- **TM TECH EXAMPLES**

- PROCESS AUTOMATION
e.g. IOT Sensors
- DECISION AUTOMATION
e.g. Data science models

RECOVERY FOCUS

“What you do after the mistake matters more than the mistake itself”

“Don’t make me fix it”



3 LEAVE BEHINDS

- **BEYOND CX TO CX + TX**
- **MULTI-INDUSTRY REFERENCE SET**
- **HIGH VALUE POCKETS + DIGITAL UNLOCKS+ GREAT RECOVERY**