

# Marketing of Services: SFA's Student Center Chick-Fil-A

## SERVSCAPE

The Servicescape consists of representative aspects of a business, such as the physical evidence of their signs, labelled products, uniforms, etc.

Below are examples of some of the physical evidence of Chick-Fil-A's Servicescape:



## SERVQUAL

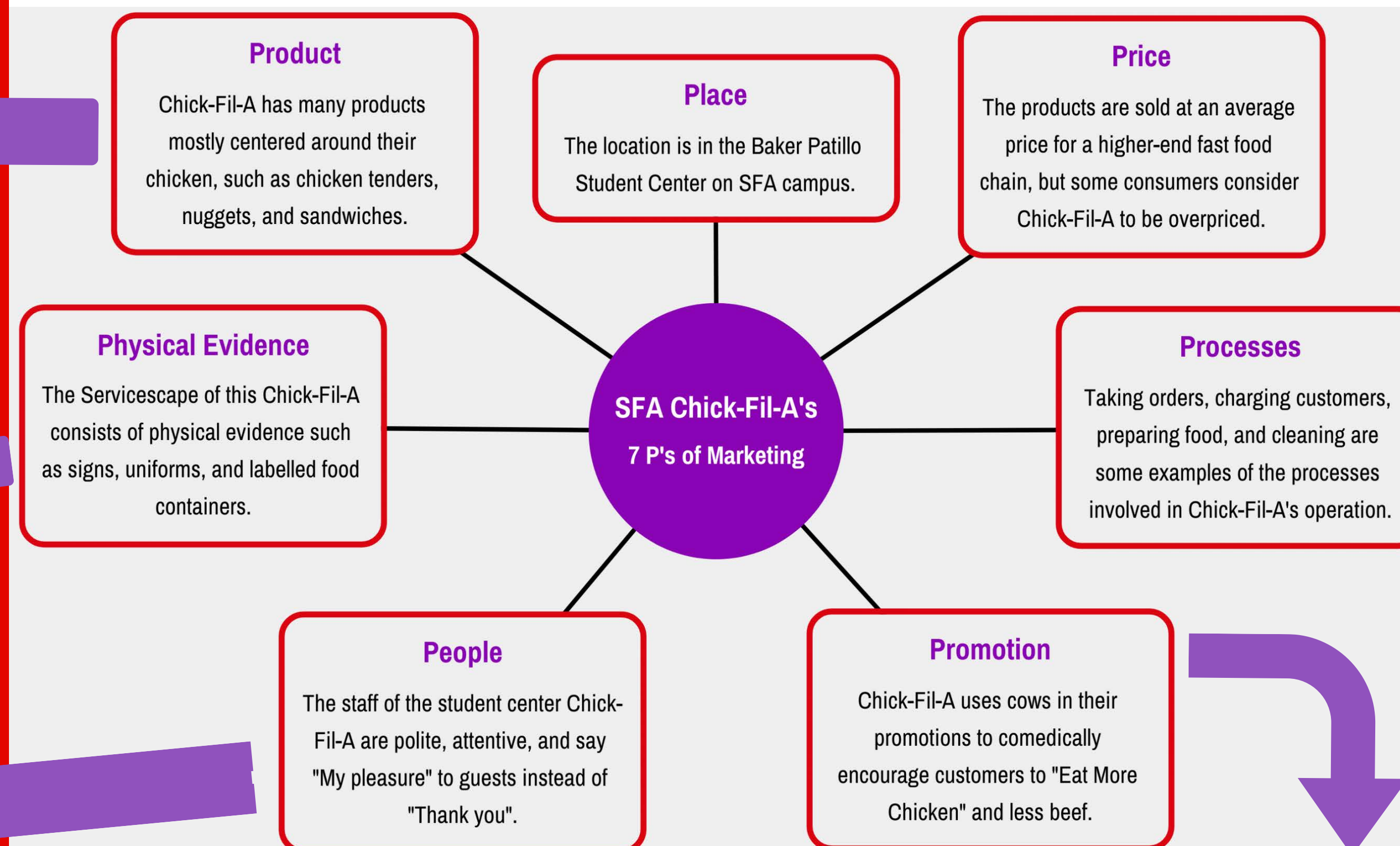
A SERVQUAL is a report that reviews the quality of the service provided by a chosen business. Based on each team members personal experiences, the quality of service provided by the SFA Chick-Fil-A can be rated as follows:

	Reliability	Assurance	Tangibility	Empathy	Responsiveness	Total Score
Koral	7/7	5/7	7/7	5/7	6/7	30/35
Clint	2.5/7	7/7	6.5/7	6/7	7/7	29/35
Veda	7/7	6.5/7	6/7	7/7	5.5/7	32/35
Carleigh	6/7	4.5/7	6/7	6/7	7/7	29.5/35
Average Score	5.6/7	5.8/7	6.4/7	6/7	6.4/7	30.1/35

## SEVEN P'S OF MARKETING

The Seven P's of Marketing are the crucial components of the marketing mix, which is what marketers use to create campaigns and successful market products/services to consumers.

SFA's Student Center Chick-Fil-A's 7 P's are as follows:



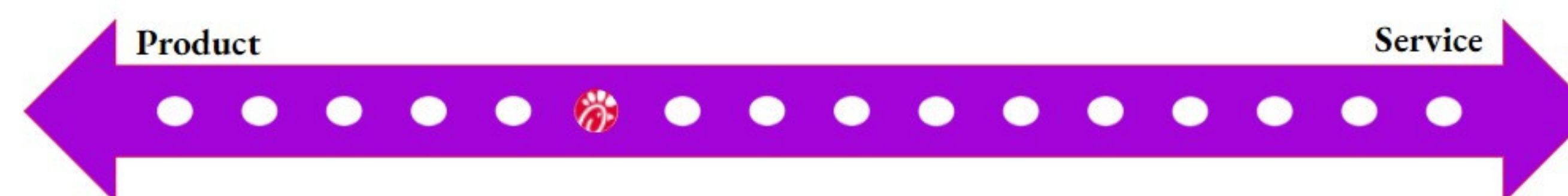
## CHICK-FIL-A PROMOTION

As stated above, Chick-Fil-A is well known for using cow characters to promote eating chicken instead of beef. They often use the cows to advertise special promotions to attract consumers' attention, such as the ones below:



## PRODUCT-SERVICE CONTINUUM

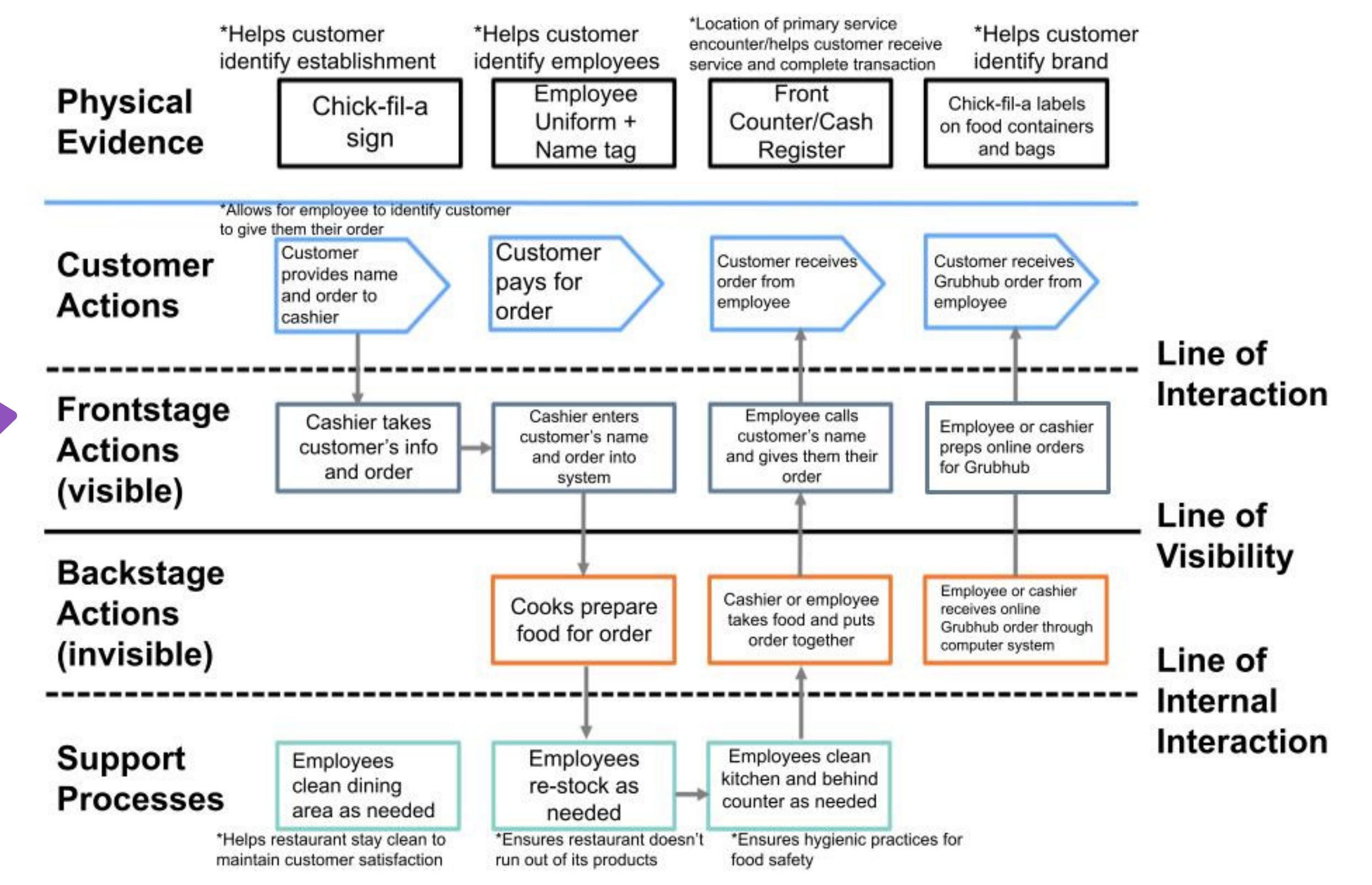
Chick-Fil-A is a restaurant; therefore, its main selling point is its products. However, since high-quality service is a huge part of Chick-Fil-A's brand, it also leans towards the Service side of the Product-Service Continuum.



## SERVICE INTERACTION

There are many processes involved in the service interaction of the SFA Chick-Fil-A.

Below is the blueprint for the service interaction between a customer who is ordering food and the Chick-Fil-A employees taking and preparing the order:



## IPA MATRIX

An IPA or Importance-Performance Matrix is used by businesses to determine what needs to be changed in order to improve in the eyes of the consumer.

Below is the IPA Matrix for the SFA Chick-Fil-A:

Importance	1	4	7
7	<b>Quadrant 1 (High importance; Lower performance)</b> Keeping dining area clean and stocked (with napkins, straws, etc.)  Chick-fil-a in the student center often falls short regarding cleanliness of the dining area. Tables are often left with crumbs or spilled drinks/sauces and leftover trash. This is important because poor cleanliness can often drive customers away.	<b>Quadrant 2 (High importance; High performance)</b> Operating efficiently and providing quality food  Chick-fil-a as a chain values quality in their product. The chain's focus is customer satisfaction, so they ensure that they provide quality food within a reasonable waiting period. They manage this by having strict rules for product quality, customer wait times, and the ordering process.	
4	<b>Quadrant 3 (Lower importance; Lower performance)</b> Maintaining the brand/culture  Chick-fil-a has developed a specific culture that revolves around a friendly environment and customer-focused interactions with employees. This is done in many ways by this chain, one of the ways being having employees reply to customers' thanks with "My pleasure." However, the student center Chick-fil-a employees often disregard this rule and give other responses, resulting in a lack of unity regarding the brand culture.	<b>Quadrant 4 (Lower importance; High performance)</b> Adding healthier options to the menu  Recently, Chick-fil-a has been trying to add variety to its menu by adding healthier options. While this is a great tactic to broaden one's customer base, it's not Chick-fil-a's most important focus since their original menu is already so popular with customers everywhere.	
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