

# Chicking®

it's my choice

NEWSLETTER | NOV-DEC 2019  
BY BFI MANAGEMENT DMCC

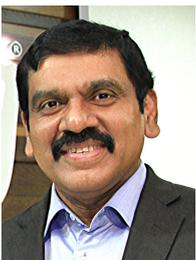
GOING  
DIGITAL  
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HIGHLIGHTS  
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# OUR 2020 VISION



BY MR. AK  
MANSOOR,  
FOUNDER &  
CHAIRMAN

**WHEN** I started Chicking two decades ago, I envisioned a brand that would reinvent restaurant service. Fast forward to today, we have become trailblazers; scoring many feats, not least of all as the world's first Halal global quick-service restaurant chain based in the world's most innovative city, Dubai.

Our successes today can be traced to the trust and dedication of our partners in innovation over the past 20 years: you, our franchisees, and team members.

As we face a new year, we take with us the lessons of a phenomenal 2019 that saw Chicking multiplying its presence with more than 170 restaurants globally.

New doors opened for us in Egypt, Saudi Arabia, Morocco, Oman, New Zealand, UK, North America and South Africa in another chapter of our global expansion.

I want to thank you all for contributing to this success and for your unwavering dedication to the brand we love with burning passion. The extraordinary products and outstanding service that we represent are the reason for us to be optimistic about the future ahead.

This 2020, our responsibility is to set the course for our team of talents to continue to perform with excellence and to help Chicking spread its wings further. Let us move forward together.

**HIGHLIGHTS: 20+ COUNTRIES 175 RESTAURANTS 20 YEARS**



[chickingglobal.com](http://chickingglobal.com)



[/chickingglobal](https://www.facebook.com/chickingglobal)

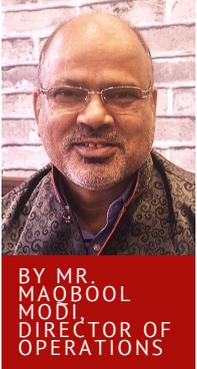


[/chickingstudios](https://www.youtube.com/channel/UC...)





# What is more important than **PRICE?**



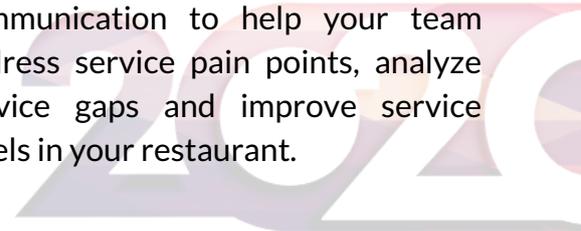
**EXCELLENT** customer service, of course. It is the lifeline of any business. When you want to get your business reputation a notch higher and drive up sales, having great customer service is the way to go.

It has been proven in countless surveys: customer service is considered more important than price and customers are willing to pay more to get the best experience.

Getting there doesn't happen overnight. The biggest challenge most companies face is motivating employees to deliver customer-centric service. Does your team have the right service attitude?

At Chicking, we start by treating our team members the way we want them to treat our customers. Our team members are our internal customers, and if they are unhappy, then that is likely to reflect on how they will treat customers. So make sure everyone is motivated to delight customers. Surround yourself with service-oriented staff who can communicate with your customers with a good level of intuition and empathy.

It also helps to have an open line of communication to help your team address service pain points, analyze service gaps and improve service levels in your restaurant.



## HOW TO WOW YOUR CUSTOMERS

What your customers think of you can make or break your business. Have you delivered your best to get on their good side? Here's how you can impress your customers.

### KNOW YOUR CUSTOMERS

Poor knowledge of your customers is an open invitation to your competitors. Invest time in knowing your customers' wants and needs. Listen and understand what they require. When you focus on what they need, you are likely to deliver genuine service that will be rewarded with better revenues.

### GO THE EXTRA MILE

Nothing brings a smile quickly on your customers' face than when you exceed their expectations with pleasant surprises. Going the extra mile for your customer will not only delight them, but will also build a wonderful rapport with Chicking as a brand.

### PRACTICE RESPECT

Respect the people who are giving you business: your customers. When you respect your customers, you will only dish out the best, and this means giving them quality food and exceptional customer service.



# 2019 Highlights of CHICKING



## 1 WE CELEBRATED OUR 20TH BIRTHDAY!

The year 2019 was a giant milestone for us as we marked our 20th year.

## 2 NEW RESTAURANTS OPENED GLOBALLY

We opened 35 new Chicking restaurants around the world and expanded our presence in Morocco with a restaurant in Marina Mall, Casablanca in December.



## 3 WE LAUNCHED OUR MOBILE APP

Customers loved our mobile app, with 35,000 downloads in its first six months!



## 4 FREE FLIGHT TICKETS TO GEORGIA & DUBAI

We gave away free tickets to Georgia and Dubai for customers.



## 5 HELLO TO NEW FRANCHISEES

We signed up new franchisees in Egypt, Saudi Arabia, Congo, Angola, Reunion Islands, Hungary, Uzbekistan and Russia

## 6 SOCIAL HASHTAG CAMPAIGN

Chicking New Zealand got fans hyped with a hashtag.



## 7 SEVEN NEW PRODUCTS

Our innovation included Pizza Burger, Pinoy Barbecue Chicken, Tacos, Peri-Peri, Hot Wings, Pizza Dynamite and Royal Burgers.

## 8 CHICKING IN ZOMATO GOLD

We partnered with delivery platform Zomato Gold for our premium customers. Members get complimentary food and drinks for dine-in orders at Chicking UAE.





KERALA BLASTER

# BIG EVENTS AND CSR

We reached out to communities through events at our home base.



INSOMNIA DUBAI DECEMBER OUTREACH PINOY FEST SEAFOOD FEST

# WHAT'S NEW IN JANUARY 2020



**CHICKING ANGOLA OPENS**  
The start of the year saw Chicking opening its first store in Angola.



**CHICKING MALL OF EMIRATES**  
Our newest restaurant is opening in Dubai's iconic Mall of Emirates.



**CHICKING KONDOTTY**  
We're expanding our India portfolio with the opening of Chicking Kondotty.

# EXPANDING IN INDIA

IN December, we opened our first Chicking outlet in Phoenix Market City, Kurla, Mumbai. We are continuing our expansion in India with the opening of our second outlet in Mumbai at Star Mall in January.





# GOING BIG ONLINE

Chicking added a new layer to sales and marketing with brand new online platforms for our customers to reach out to us anytime, anywhere



BY PRADEESH NAVAKUMAR, CALL CENTER MANAGER

**CHICKING** has always earned brownie points from its customers for quick and quality delivery services.

More than 40 percent of our total delivery comes from online partners. We used to shell out a big amount to our online partners as commissions. This triggered us as a brand to have our own online delivery platform.

After a trial period of six months, our mobile app "Chicking UAE" was launched on July, 2019. In six months, we saw a whopping 35,000 total downloads, with 14,500 frequent users. The app certainly increased order flow, which came as a boon for us during peak hours, as the abandon calls came down drastically. We were able to convince customers who used to order through third party online channels to use our app, thus saving a good amount that previously went as their commission.

Today, 42 percent of our online orders come from our mobile app. The app also serves as our marketing tool, with push notifications helping us keep our customers updated with our latest promos. Frequent push notifications also helped us effectively achieve brand recall in our customers.



## DELIVERY PARTNERS

**UAE:** Zomato, Talabat, Deliveroo, Uber Eats, Careem

**Saudi Arabia:** Hunger Station

**India:** Zomato, Uber Eats, Swiggy

**UK:** Deliveroo, Uber Eats

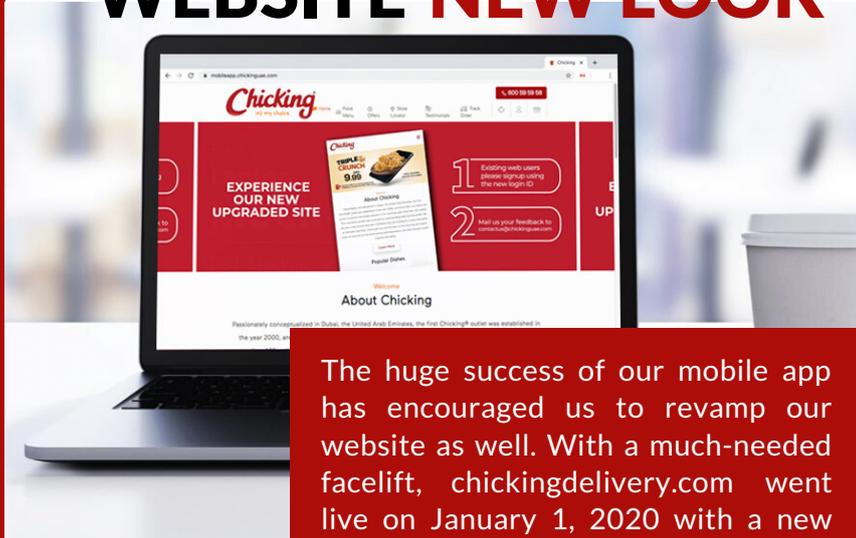
**Malaysia:** Grab

**Indonesia:** Gojek

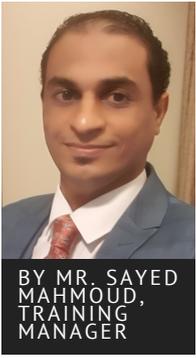
**Australia:** Deliveroo, Uber Eats, Buy@Home

**New Zealand:** Uber Eats

## WEBSITE NEW LOOK



The huge success of our mobile app has encouraged us to revamp our website as well. With a much-needed facelift, chickingdelivery.com went live on January 1, 2020 with a new look and convenient ordering facility.



BY MR. SAYED MAHMOUD, TRAINING MANAGER

# IN-STORE TRAINING

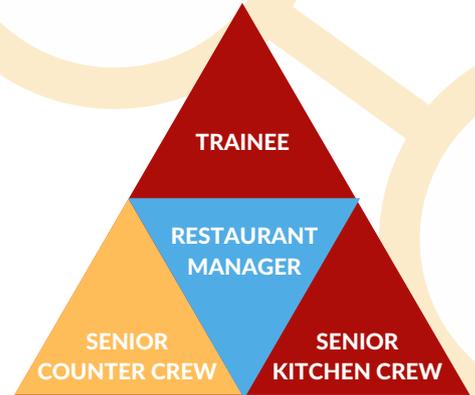
The Chicking in-store training system is a systematic approach to orient, train and certify new staff, as well as re-train and re-certify existing team members to fulfill the gap between actual performance and desired standards.

## SYSTEM PHILOSOPHY

1. Welcome and train new staff according to standard training plan. Use the following forms: Orientation Form, Training Schedule, Employee Welcome Form
2. Trainee will pass the exam and complete his trainee file.
3. Re-train existing staff according to monthly planner.
4. Re-certify the team and update the training file.

## SYSTEM PILLARS

- The restaurant manager is responsible in setting and executing the monthly training plan for new team members.
- The restaurant manager will delegate the training implementation to senior counter or kitchen crew
- The trainee must adhere to the set training plan, follow instructions and take notes whenever needed.



## HOW DOES IT WORK?

### 1. STA

Restaurant Manager will fill the Staff Training Analysis Form to track the training process.

1. Introduction
2. Express station
3. Sandwiches station
4. Breeding station
5. Service

### 2. MONTHLY CALENDAR

In the monthly training calendar form, the manager will plan the training activity according to the annual training calendar. This will cover training objective and trainee names. The manager can distribute the training throughout the whole month.

### 3. CONDUCT OJT

At this stage, the Senior Kitchen Crew or Senior Counter Crew will conduct an on-job training based on the trainee calendar date and activity. This training process will be monitored by the restaurant manager.

### 4. CONDUCT S.O.C.

After completing the OJT, the trainer will check that the trainee knows standard operating procedure using the Station Observation Checklist (SOC). The SOC must be filled by the trainer and signed by the trainee and filed. The trainee must have a passing rate of 100 percent.

### 5. KNOWLEDGE TEST

The trainee will be given the Knowledge Test answer sheet. The trainee must pass the Knowledge Test with a score of not less than 75 percent.

### 6. CERTIFICATION

All staff must be certified after successfully completing the training. Each employee must have his own training file, which will be updated by the restaurant manager and monitored by the training department.



#### WHAT'S IN THE EMPLOYEE FILE?

Resume, Orientation Checklist, Career Ladder, Job Description, Uniform Receiving Form, Training Schedule, Recognition/Disciplinary Action Form, On-Job Evaluation, Trainee Evaluation Form, SOC, Copy of ID/Passport, Other Certification



# SNAPSHOTS Chicking moments





# FANSHOTS

Love from customers

