



MODULE: DIGITAL SKILLS AND RESEARCH METHODS
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IMPACT OF TECHNOLOGY AT KFC RESTAURANTS

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THE USE OF CONTEMPORARY TECHNOLOGIES TO IMPROVE WORKPLACE EFFICIENCY AND EMPLOYABILITY

Background of KFC;

Challenge before the introduction of modern technology;

Insight to the modern technology introduced;

The impact of the technology introduced;

Lessons that can be drawn from the case study;

BACKGROUND OF KFC (KENTUCKY FRIED CHICKEN)

- **Harland Sanders** was born in Henryville, Indiana and when he turned 40 Years old begins serving his southern style chicken.
- This was early start of KFC growing and opening franchise business as Sanders recognized the opportunity of restaurants franchising and first restaurant was opened in Salt Lake in 1952.
- Until 1964 the network of restaurants was growing so fast that Sanders had to step back and sold the company for \$2 million to a group of investors.



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- By 1967 KFC become the sixth largest restaurant chain in the USA by sale volume.
- Investors Brown and Massey had transformed the company into a big corporation with modern management.
- "We Do Chicken Right" campaign in 1981 boosted company sales to \$2.4 billion.
- PepsiCo bought the company in 1986 for \$840 million and introduced new products when they opened **Colonel Sanders Technical Center**.



The Story of Colonel Sanders

- By age 5, his father died leaving Sanders to cook and care for his siblings.
- By 16 he quit school and left home to go work as a farmhand. At 16, he faked his age to enlist in the United States army. After being honorably discharged a year later, he got hired by the railway as a laborer. However, he got fired for fighting with a coworker. While he worked for the railway, he studied law—until he ruined his legal career by getting into another fight.
- By 17, he had already lost 4 jobs.
- By 18 he got married and by 19 he had a daughter.
- By 20, his wife left him and took their baby daughter. Failed to kidnap his own daughter; eventually his wife returned home. Sanders was forced to move back in with his mom and get a job selling life insurance. And guess what? He got fired for insubordination at the age of 25.
- In 1920, he founded a ferry boat company. Later, he tried cashing in his ferry boat business to create a lamp manufacturing company only to find out that another company already sold a better version of his lamp. Poor guy couldn't catch a break.
- It wasn't until age 40 that he began selling chicken dishes in a service station. As he began to advertise his food, an argument with a competitor resulted in a deadly shootout. Four years later, he bought a motel which burned to the ground along with his restaurant. Yet this determined man rebuilt and ran a new motel until World War II forced him to close it down.
- By 65, he retired with \$105 became suicidal and wanted to die. Suddenly, realized there was one thing he could do better than anyone and that was cooking. Used \$87 bought and fried some chicken using his own recipe. His recipe was rejected 1,009 times before anyone accepted it. He went door to door to sell it his neighbors in Kentucky.
- Sanders' "secret recipe" was coined "Kentucky Fried Chicken", and quickly became a hit. However, the booming restaurant was crippled when an interstate opened nearby so Sanders sold it and pursued his dream of spreading KFC franchises & hiring KFC workers all across the country.
- After years of failures and misfortunes, Sanders finally hit it big. KFC expanded internationally and he sold the company for two million dollars (\$15.3 million today). Even today, Sanders remains central in KFC's branding and his face still appears in their logo. His goatee, white suit and western string tie continue to symbolize delicious country fried chicken all over the world.
- Remember at age 65 he was ready to commit suicide. By the age of 88, KFC made him a billionaire. At age 90, Sanders passed away from pneumonia. At that time, there were around 6,000 KFC locations in 48 countries. By 2013, there were an estimated 18,000 KFC locations in 118 countries. WOW.
- If you're overwhelmed by rejection or discouraged by setbacks, remember the story of Colonel Harland Sanders. Fired from multiple jobs, ruined his legal career, was set back by the Great Depression, fires and World War II, yet still created one of the largest fast food chains in the world. Sanders wouldn't let anything or anyone defeat him. We should all be more like Colonel Sanders.





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CHALLENGE BEFORE THE INTRODUCTION OF MODERN TECHNOLOGY

- KFC it's a big global company and has more than 21 000 restaurants in more than 136 countries across the world.
- Kfc has a lot of costumers and for bussiness succes they had to implement a new technology to keep there costumers loyalty.



Madalina-Oana Dumitrache

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- With the new technology they created Drive Thru to save more time. First kfc drive thru was opened in Australia.
 - In recent years, the company has used technology to transform it's relationship with customers, improve their experience, and make their executives more efficient.
 - People go to KFC because they want the yummiest fried chicken, fast. With or without human help, the brand aims to deliver what its customer expect.



Madalina-Oana Dumitrache

INSIGHT TO THE MODERN TECHNOLOGY INTRODUCED

- KFC was able to build a highly scalable, quick-to-market digital platform using AWS serverless architecture. It allows us to swiftly develop applications and services, as well as the flexibility and agility to quickly adjust to changes in the quick-service restaurant business. As a result, we've experienced faster growth and scale, giving our consumers more options to buy finger-lickin' excellent chicken wherever and whenever they want it.



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- The way a company's products can be promoted in the market are referred to as promotion strategy.
 - KFC, being one of the largest food corporations, markets itself aggressively. The majority of the advertising is done through television commercials, newspapers, magazines, and billboards. KFC has sponsored the Australian Big Bash League (BBL) as well as other cricket matches.
 - To remind its audience of its mouthwatering food products and delicacies, KFC uses the tagline 'Its Finger-Lickin' Good.'

Luneth Neto

THE IMPACT OF THE TECHNOLOGY INTRODUCED

- Technology helped the restaurants to improve timing to cook and serve customers.
- Starting from kitchen technology applied to drive-thru and employees training we can say that technology is definitely changing businesses and is a process in continuous change.
- ConnectSmart Kitchen has become an integral part of our kitchen operations and has helped to ensure in-restaurant and delivery demands are not only achieved but exceeded.
- Unlike many other fast-food restaurants, KFC are adopting the newest technology for workers

Irene Sano Colubali

- They believe that by improving the environment for employees, customer service may improve too. It's a rather normal move considering how tech-savvy many of the younger workers are. They're more likely to accept and understand new forms of technology in the workplace, such as voice-activated tests for trainees.



Irene Sano Colubali

LESSONS THAT CAN BE DRAWN FROM THE CASE STUDY

- The conclusion is that in 21st century we are depending on technology because it's making our life much easier.
- Technology has many benefits, such as improved productivity, efficient communication, facilitation of ecommerce and promotes research and development.
- Big franchise expansion was not possible without new food cooking methods and new technological processes as drive thru, online orders or take away systems.

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