

Zarria Burnett, Keryn Houston, Briannah Hutchinson, Georgia Walters

Dr. Andrus

English Composition 1001(016)

26 November 2019

Introduction

This research includes many sources pointing to the ways of communication at quick-service restaurants, and in that Chick-fil-A. All these sources work together to show how the different means of communications at Chick-fil-A make it a discourse community. The research that will be analyzed will vary from articles to interviews to in person observations. In many of these sources it is the importance of communication is very evident within the community. The research question will further develop why Chick-Fil-A's discourse community makes their customer service differ from other restaurants.

Methodology

The purpose was to get the most information we could about Chick-Fil-A's Discourses communities. We first did an interview with a Chick-Fil-A worker, Abi, and asked her a set of prewritten questions to see if her answers showed any signs of Chick-fil-a being a discourse community. After completing the interview, we used Abi's responses from the interview to create a new template of questions that we could use when observing the Chick-fil-a employees actively working. We decided to interview Abi because she was a friend of one of our group members, so we used the convenience of

their friendship so that we could be able to easily interview an employee from the restaurant. We separated into two groups so that we would be able to go to two different Chick-fil-a's to see if there were any noticeable similarities and differences between the two. When observing the different Chick-Fil-As we all wrote our observations and at the end we analyzed our data. Below are the observations we took when going to all the different Chick-Fil-A's .

Note taking Template:

1-5

For rating 1-poor, 2-ehh, 3-good be better, 4-good, and 5-amazing

Keryn, Georgia, Zarria and Bri

1. Is it busy? Are they struggling or do they still have good manners?
 - a. Pretty busy, but they seemed to have a positive attitude and handled the customers well.
 - b. Zarria and Bri- It was pretty pretty busy, workers still used kind manners
2. How many workers do they have? How many registers are open?
 - a. We were able to observe six workers at the restaurant. Two of them were at the register, three were in the kitchen preparing the food, and there was also one person (who we believe to be the manager) going back and forth to the kitchen and register helping the workers when he could. There were three registers, but only two were open.

- b. Zarria and Bri- two and the register, two in the kitchen preparing food. One handing the food out also there were three registers but only two were open.
- 3. Where was the chick-fil-a located?
 - a. It was located at the Kenwood Mall food court.
 - b. Zarria and Bri-
- 4. Is there diversity amongst the work crew?
 - a. At the location of this Chik-fil-A there was diversity among the work crew.
 - b. Zarria and Bri- This location was very diverse
- 5. When ordering food are the workers treating you with the utmost respect?
 - a. Kerryn- When ordering her food she was treated with the utmost respect. (5)
 - b. Georgia- When ordering her food she was also treated with the utmost respect. (4)
 - c. Zarria- when ordering i was treated with the utmost respect
 - d. Bri-
- 6. What is there tone of voice when they are talking with you?
 - a. Both were optimistic and seemed positive when taking our order.

- b. Zarria and Bri- The tone of voice was very positive and kind.
- 7. When ordering your food, are they greeting you when you enter, or are they just asking what you would like to order?
 - a. Zarria and Bri- yes, i was greeted and then they continued to take my order
- 8. As you step into the restaurant, what is the feeling you get? Is it neat, comfortable, elegant, accommodating? Your first impression can be very telling about the restaurant.
 - a. Zarria and Bri- Very long line, looks very busy but seemed very clean to me.
- 9. How long does it take to get your food? If it was late did they apologize? What did they do about it if it was late?
 - a. Zarria and Bri- maybe like 7 minute, not too long
- 10. Does the restaurant appear clean?
 - a. Yes, we observed them actually cleaning the kitchen area while also making our food. (5)
 - b. Zarria and Bri- yes, looked very pleasing to the eyes
- 11. Were the servers pleasant, communicative, efficient, knowledgeable?
- 12. Note the time it takes for your food to get to you. Is the food cold by the time it gets to you? Are the waiters/waitresses communicative about any delays in the meals, or do they simply leave you to wait?

- a. We did not have to deal with any long waits when it came to getting our food. Both of our meals were hot
 - b. Zarria and Bri- Wait was not long, when we got our food it was hot
13. When handed your food and you say “thank you” did they say “My pleasure”.
- a. Yes.
 - b. Zarria and Bri- Yes
14. What was the age group of the work crew? Did they seem to vary?
- a. The age groups varied from people in their mid teens to people of 40-50 years old.
 - b. Zarria and Bri- The age group varied from teens to mid 20s

Findings

Researching chick-fil-a, the group decided to try going to different restaurants to get different experience from the averments. When observing we all notice different things. As we all went to the places we went, each age group was different. Places had all young people, and some had mostly older adults working. Consistent speed at all times and staff is full, but all restores are not always opens at most chick-fil-a's. Respect is something taught to get the job, they like to treat their customers with the utmost respect, to keep guests coming. The researchers also found that

Discussion

During an interview with one of the Chick-Fil-A's workers named Adi. She helped us when it came down to making the questions for the observation. When asking Abi she really went into detail with some of the questions we asked her. For example, one of the questions I asked Abi was "What was your training like? Do you have to say the things you have to say?(was it hard/easy)" she then responded by saying "the first part of training consists of watching a lot of videos about chick-fil-a and how they came to be and how they run their business. you play a "game" and it helps you to learn how to properly deal with customers. Next, you actually go out to the front counter and take what you have learned and use it to the best of your ability. you also learn how to bag and make milkshakes on your first day as well." This answer she gave was start to the point and helped us set questions for use to ask ourselves for when we made observation questions. Below are some of the questions I asked her to better fit the observation questions we made.

Conclusion

After further examination we were able to get information. All of our questions were answered our interview and our article we read gave us a lot of background information. In many of these sources it is the importance of communication is very evident within the community. The research question will further develop why Chick-Fil-A's discourse community makes their customer service differ from other restaurants.

Start R list

Apendects

Interview Questions

1. How do you deal with challenging customers?

- a. When dealing with challenging customers I try my best to keep a positive attitude and remember that they may just be having a rough day. I do whatever I can to make sure that they are satisfied.

2. What was your interview process like? Was it a long interview?(Hard/Easy)

- a. My interview process was very similar to how it is at other jobs, they asked me the basic questions such as: why do you want to work here? What makes you special? How would you make the most of your time here? And some odd questions such as: If you could be any animal what would you be? And if you were stranded on an island and could have only three items with you what would they be? For the most part the interview process was pretty easy and not too long.

3. What was your training like? Do you have to say the things you have to say?(Was it hard/Easy)

- a. The first part of training consists of watching a lot of videos about Chick-Fil-A and how they came to be and how they run their business. You play a “game” and it helps you to learn how to properly deal with

customers. Next you actually go out to the front counter and take what you have learned and use it to the best of your ability. You also learn how to bag and make milkshakes on your first day as well.

4. Have you ever worked at any other food services? (If not don't worry about it.)

- a. Before I worked at Chick-Fil-A I used to work at an ice cream shop. It was pretty different from Chick-Fil-A, at the ice cream shop there was more down time because we weren't crazy busy and we didn't have as many rules as we do at Chick-Fil-A, our customer service standards were definitely much lower than they are at Chick-Fil-A.

5. What do you think are the main qualities you need to be successful at Chick-fil-A?

- a. When one thinks of a Chick-Fil-A employee they think about a big smile and positive attitude. Those two things are critical to being successful at Chick-Fil-A, you also need to have patience and be able to handle stress because the line can get very long and you have to be able to deal with it while keeping a positive attitude. One of the most important things to remember as a Chick-Fil-A employee is to always say my pleasure, we are known for constantly saying that so it must be said whether you want to or not.

6. How would you define excellent customer service?

- a. To me excellent customer service is leaving the customer wanting more, making a connection with the customer and making them feel special.

Many restaurants tend to just serve their customers, but not make a bond with them. At Chick-Fil-A we want our customers leaving feelings like their experience was 100% worth it and leave them wanting to come back. One of our biggest goals is to learn customers names, so when they come back we can greet them by using their name. Doing this makes their visit more personal and makes them feel special.

7. Do you believe that the company's religious beliefs have anything to do with the etiquette that the employees are trained to have?

- a. I do feel that the religious beliefs of the company have something to do with the etiquette of the employees. During training we are taught to treat everyone with kindness no matter what happens, we are taught to smile, make eye contact, and have a good attitude. We work hard to make sure our customers feel appreciated and wanted. Many of the things we are taught to do are things that are said in the bible that god wants us to treat everyone with kindness, make others feel wanted. As a christian industry we must act with proper manners and etiquette to satisfy each and every customer.

Work Cited

- Batista, Lisa Nguyen, and Suzanne H. Chapin. "Creating a Discourse Community." *Teaching Children Mathematics*, vol. 25, no. 5, 2019, pp. 298–304. JSTOR, www.jstor.org/stable/10.5951/teacchilmath.25.5.0298.
- Abi Bickers(Chick-Fil-A worker), Interview with Keryn Houston. 22 October 2019