



**“Whether you sell hamburgers or computers,
we’re all in the customer service business.
Our goal must be to exceed our customers’
expectations everyday ”**

- Dave Thomas, Founder, The Wendy's Company



Wendy's Adds LiveMessage for On the Spot Customer Service

Challenge

Sought to deliver convenient customer service on their customers' preferred channel

Wanted to minimize response time to customer inquiries

Aimed to meet and exceed the expectations of the younger demographic.

Solution

“Call or Text Us” CTA for 1-800 feedback line printed on every food bag across 6,000+ stores

Texting became 2nd largest channel by year 2, almost a quarter of communications

Real-time alert response system integration enables instant responses and remediation



Service Cloud

10-15

Simultaneous text cases handled vs 1 phone call

3X

Increase in messaging volume with CTA

