

Transforming the KFC customer experience:  
How Brevo CDP enables operational agility at  
scale.



## ABOUT

# KFC in brief



### Major player in fast-food industry

KFC is an iconic fast-food chain, known for its fried chicken and unique brand universe. The brand manages a rich and complex digital ecosystem to serve thousands of customers every day.



**18.000 restaurants**  
in 110 countries



**App**  
Click & Collect



**+400**  
franchised restaurants



**Loyalty**  
KFC rewards Program

## CONTEXT & OBJECTIVE

# A fragmented digital ecosystem



### CONTEXT & CHALLENGE

Fragmented data from multiple sources with inconsistencies. The challenge was to **build a unified customer view** to reconcile scattered data.



### STRATEGIC OBJECTIVE

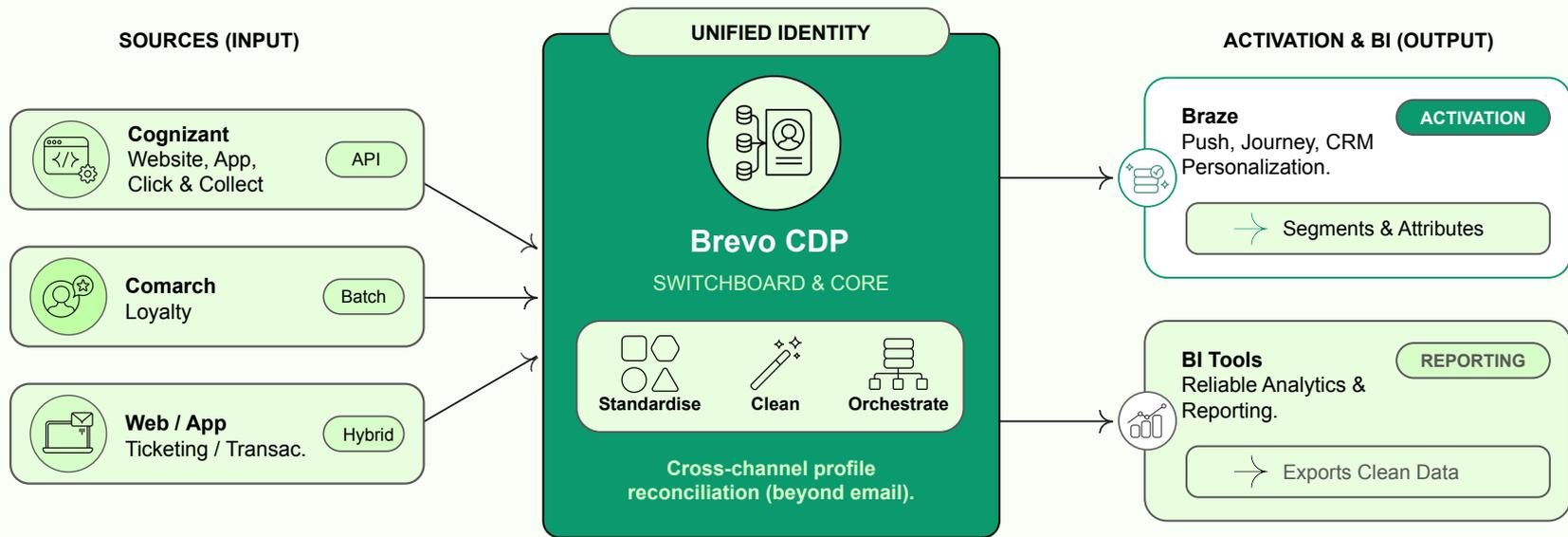
**Unify customer data and ensure reliability**, accelerate the activation (via Braze), and optimize analytics management.

*"In fast food, 'old' data is dead data."*

Loyalty updates and post-order feedback must be immediate in order to generate value.

## ARCHITECTURE DATA

# Brevo CDP as an orchestrator



○ API feed / Stream    ● Batch Flow

## DATA STRATEGY

# The CDP as the foundation

Ensuring clean, reliable, and controlled data.



### ACTIVATION & BI

Accelerate time-to-action and generate actionable BI to drive business growth.



### UNIFIED CUSTOMER VIEW

Reconcile and enrich profiles across the ecosystem using a unified identifier ('supreme ID'), beyond email.



### OWNERSHIP & TRUST

The strategic foundation: ensuring that KFC retains control over its data (quality, governance) and does not depend on a single 'black box' martech solution.

## ACTIVATION & VALUE

# Priority use cases



### Activation: From signal to action

Real-time orchestration for Braze



#### Signal capture

In-store/mobile orders, checkout, and loyalty card scans.



#### CDP orchestration

Event standardization, loyalty point ingestion (Comarch), and profile enrichment.



#### Push to Braze

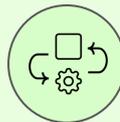
Transmission of segments and attributes for activation.

KEY IMPACT

SPEED

**~1h**

Drastically reduced latency between event and CRM (Braze) activation vs J+1 (before)



### Reliable & actionable BI

Reporting based on a 'Single Source of Truth'



#### Unified data

Consolidation of touchpoints (Cognizant, Comarch, Web/App) in a single view.



#### Clean & Export

Deduplication, standardisation and preparation of clean datasets.



#### Trustworthy Reporting

Feeding BI tools with reliable data.

KEY IMPACT

QUALITY

**Confidence**

Reliable analyses and reports  
No more conflicting figures



## ADDED VALUE

# Business impact: agility at scale



BEFORE

### Reactive Data Management



Silos, heterogeneous formats, fragmented pipelines.



High latency, stagnant data



TODAY

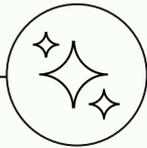
### Data Enablement



Unified customer view & orchestrated pipeline.



Activation & control fuel.



### Speed

Drastic reduction in latency between event and activation.

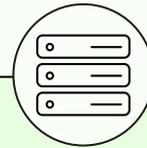
J+1 → ~1h



### Confidence

Reliable, standardized, and cleaned data before use.

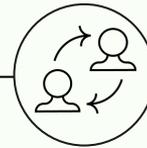
Clean Data



### Scale

Ability to ingest and process massive volumes without friction.

Millions of events / month



### Fluidity

Better collaboration and operational efficiency.

Data and Marketing

## CUSTOMER TESTIMONIAL

# The final word



"Brevo has enabled us to transform a scattered flow into an orchestrated pipeline. By reconciling our data in a unified customer view (beyond email) and by combining API and batch ingestion, we have reduced the latency between an event and its activation in Braze.

The result is a controlled data stack that performs without sacrificing speed."



**Antoine Rucho**

HEAD OF DIGITAL: ECOMMERCE, CRM & LOYALTY - France



**KFC**

# Brevo



## Ready to unify your customer data at scale?

Discover how Brevo's CDP can help you orchestrate your data, unify identity (beyond email), and activate your audiences faster.

[Contact us](#)