100,000+ Chickens.

Sold each week.

By a single family-owned food chain.

Here's how they do it...

→

The food chain?

EST 1998

eljannah

LEGENDARY CHARCOAL CHICKEN

Founded by a husband and wife duo in **1998.**

In a little shop in Sydney.

Serving **family recipes.**

In 2025…

44 locations.

500+ team members.

$192+ Million in Annual Revenue.

→

But success can create problems of its own.

When growth is this fast...

→

Small cracks multiply.

And small mistakes become expensive.

Customer Service was strained.

Teams were juggling:

- Spreadsheets
- Manual reports
- Scattered data

Growth was slowing…

→

Every store followed its *own* routine.
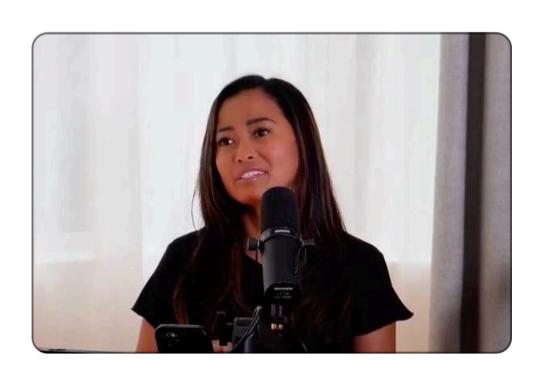
Which meant...

Data lived in silos.

Support teams were stretched.

There was no streamlined way of working.

We partnered with El Jannah to help them clear the fog.

Here's what happened…

1. **Integrated data** across every store.

2. Automated loyalty programs and **support workflows.**

3. Created a single dashboard so teams could **track what matters** in real time.

4. Made sure the **right information** got to the **right person**, fast.

→

Products **used.**

Agentforce   Services Cloud

Data Cloud   Marketing Cloud

Deep-dive customer experience audit and a Salesforce Health Check.

Strategic advisory and a CX audit to align CRM investment with measurable business outcomes.

Implemented ISV 'Plinqx' to enable real-time, two-way data integration with Redcat.

Implemented Agentforce with AI, BAU Campaigns and Customer Lifecycle automations, and omnichannel support tailored for franchise scalability.

Our **Results.**

1000+ Agentforce Convos
Deflected From Becoming A Case Each Month

Purchase Frequency	+180%
Avg. Purchase Amount	+60%
CLV	+153
Tenure	+57%
Churn	-18%
CAC	-70%
Voice Calls	-28%
Case Volume	-38%

Now, every store is in sync.

Guests get the experience they expect.

Growth is once again the new normal.

→

XD Xenai Digital

Is Salesforce **driving ROI** or dragging your team down?

Take our free **60-second Salesforce Assessment.**

Featured Section

The Salesforce Scorecard

Your Personal Report.

XD Xenai Digital

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