

Saving water is as easy as ABC KFC

KFC Hong Kong has saved over 13 million litres of tap water since 2014 by installing smart handwashing machines in 48 branches across the city. After customers have enjoyed their “Finger Lickin’ Good” meals, they now have a more sustainable way to wash their hands for good measure!

Led by Thomas Fan, Director of Operations and Training, the KFC operations team identified the need for a more convenient and sustainable solution for customers to clean their hands after dining in.

Joanna Tsui, Project Manager in the Construction and Maintenance team, was able to source smart handwashing machines that control the duration of the handwashing process. These machines were installed next to the dining area for added convenience.

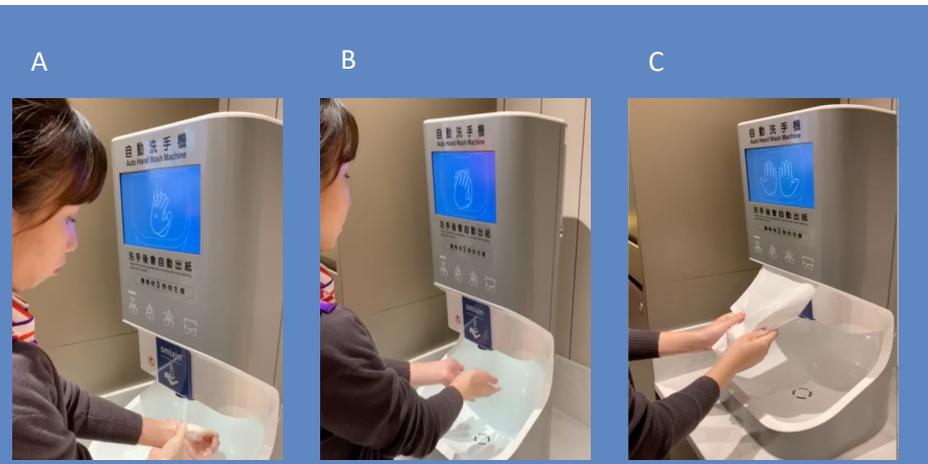


As with all new technology, a little bit of education was needed. At first, some customers weren't sure how to use the handwashing machines; others thought it was a coffee machine!

To assist customers, the KFC operations team worked with the supplier to shoot an instructional video, and assigned dedicated members of staff to help in-store.

Fixing the handwashing process to a 15-second helped reduce water consumption by 90%. Cutting water use so significantly was a great achievement, yet, the operations team saw the opportunity to improve the process further. After working with the supplier to refine the design, they were able to cut paper towel and soap consumption by 60%. The second-generation countertop model was further improved to cater better for operational needs, and save space.

“KFC pioneered the new smart handwashing technology in Hong Kong,” commented Janet Yuen, CEO, KFC Hong Kong, “and we’re really pleased that this solution delivers an improved customer experience as well as supporting KFC's continuing efforts to be a more sustainable business.”



In the customer video, Customer Service Ambassador Christy Lai, demonstrates the easy-to-use smart handwashing system that has helped KFC cut water use by 90%.



Working together for a better tomorrow