

# Daddy's Chicken Shack President Tony Adams Wins Zapier's Outstanding Customer Impact Award

*Leader of Emerging Restaurant Chain  
Recognized for Innovative Use of  
Automation to Enhance Customer  
Engagement and Experience*

DENVER, CO, UNITED STATES,  
September 26, 2024 /  
EINPresswire.com/ -- Daddy's Chicken Shack, a rapidly growing fast-casual brand known for its crave-worthy chicken and innovative approach to customer service, is proud to announce that President Tony Adams has been named the recipient of Zapier's prestigious Outstanding Customer Impact Award. The award celebrates exceptional use of automation to transform and enhance customer experiences.



Tony Adams President Daddy's Chicken Shack

Tony Adams' winning submission showcased how Daddy's Chicken Shack leveraged Zapier's automation tools to turn ordinary, transactional emails into moments of delight for customers. By integrating a dynamic API from their online ordering system, Adams and his team used Zapier to create beautifully designed email receipts that included personalized video messages, as well as a prompt to download the brand's loyalty app.

"We knew we had an opportunity to humanize our brand and surprise our customers in unexpected ways," said Adams. "Zapier helped us take a standard, boring transaction and turn it into a 'wow' moment. By using complex API integrations with formatter and code steps, we're able to deliver emails that include a video message from me and encourage customers to engage with our loyalty app. This has led to a threefold increase in Google reviews and doubled our loyalty app downloads."

Adams' initiative injected a human element into every customer interaction, significantly boosting customer engagement and loyalty. His innovative approach highlights the role of automation in creating authentic brand experiences that go beyond the transactional. "Our customers love the personal touch," he added. "It's been a game-changer for us."

Zapier's Outstanding Customer Impact Award is given annually to businesses that demonstrate creative and impactful ways of using automation to solve problems and create new opportunities. Adams' submission stood out for its clear and measurable impact on customer engagement, brand perception, and business growth.

Watch Tony Adams' [video submission](#) below to learn more about how Daddy's Chicken Shack is using Zapier to enhance its customer communications.

“

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*Tony Adams, President  
Daddy's Chicken Shack*

For more information about Daddy's Chicken Shack, visit <https://daddyschickenshack.com>.

About Daddy's Chicken Shack

Founded in 2018, Daddy's Chicken Shack is known for serving high-quality, Southern-inspired comfort food with a modern twist. With a commitment to exceptional taste and hospitality, the brand continues to expand its national

footprint while offering franchise opportunities across the United States. For more information, visit <https://franchising.daddyschickenshack.com>.

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