

## **Gibsonia Wendy's**

by

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It was a typical Saturday afternoon and I was stuck somewhere on Route 8. "McDonald's or Wendy's?" I mumbled to myself. Yep it was the most important decision of my day. "Hmmm... Wendy's probably has healthier stuff," I thought. But McDonald's had cookies. However, Wendy's doesn't have a meltdown when I ask for a hamburger without cheese, onions, ketchup and mustard. All I want is healthy lettuce and tomato on my burger. Yeah but McDonald's was closer," I continued. Still something was telling me to drive a little further north beyond the turnpike interchange where I thought maybe the lines would be shorter.

Have you ever been out on Route 8 south of the red belt on a busy Saturday? There is a traffic light every 10 feet. There is no substitute for the word "annoying" when you are patiently trying to crawl your way along on a scorching summer day in search of a little sustenance.

Anyhow I was sure I had made the wrong decision because it seemed like an eternity had passed when I pulled into Northtowne Square and into the Wendy's drive-thru. I was a little happier when I could pull right up to the microphone and order right away. "Ah-ha, I got here at the right time," I shouted valiantly. A pleasant voice then asked me for my order and I gave it to her with my unique hamburger specifications.

When I pulled up to window number one, a gal was waiting for me with change already prefigured as though I was only going to give her cash and no coinage (she was right). "Hmmm... that's cool," I thought. When I pulled up to window number two, another worker already had her hand out the window holding a bag with my order. "Wow, that's amazing," I thought. Both thanked me for my patronage which was very cool in my book. As a fast-food, drive-thru connoisseur I knew this had to simply be an aberration. Northtowne Square was packed but somehow the stars were aligned in favor of me this day.

The following Saturday I ran into the same hunger dilemma. This time I didn't hesitate and I headed to Wendy's for one reason - I liked the service. My eyes momentarily got bigger than my stomach and I had to change my order at the microphone. Incredibly I got the same speedy service. Wow, now it was noticeable. So as I approached window number two I had to remark, "this has to be the best Wendy's drive-up in the world". The girl at the window giggled and told me to have a good day. Now I was impressed.

I told this story to my girlfriend and said "I know you are going to think I'm crazy for noticing something so trivial but the Wendy's drive-thru at Northtowne Square has the best customer service I have ever seen anywhere. Its amazing. Just for fun let's go over

and order stuff, change the order and watch what happens." So we did. Window number one had change waiting for us and window number two was holding the bag out the window before I could get there.

"How on earth do they do that," I asked my cerebral companion. "That is pretty amazing," she replied. "They have taken technology and adapted it to personal service. It's the new trend these days," she stated matter-of-factly. "Technology? Wendy's? You have to be kidding me. This isn't exactly Fore Systems," I laughed. "No, it's not but you can tell someone is thinking at that company and someone else is executing the strategic plan perfectly," she smiled. "Hmmm... did I ever tell you that I love you," I said as I slurped down my frosty.

No, I don't own stock in Wendy's and I don't know any of the employees at any Wendy's location anywhere. I just love when things are done well. Want to know how to run a business in the North Hills that keeps customers coming back for more? Look no further than the Wendy's drive-thru at Northtowne Square. It's awesome.



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