

USE CASE

ADDING VISIBILITY TO MULTICONCEPT RESTAURANT OPERATIONS

Juggling multiple brands and concepts can offer a great opportunity for growth and the potential to reach new markets, but it can also cause a plethora of organizational issues. Brands can differ tremendously in how they operate and the technologies utilized. The ability to tie these disparate technologies together allows leaders to gain a wholistic view of organizational performance across multiple brands and concepts.

Challenges

This multi-concept organization operates nearly 250 retail stores and over 100 restaurants. Their restaurant locations include multiple franchises and proprietary branded locations. Before working with Agilence, Business Analysts had little to no visibility into operational performance because restaurant and retail data was siloed into different POS systems that couldn't integrate or share information. The restaurant system showed a single set of data but missed the the big picture, so supervisors had to rely on Restaurant Managers to report issues and communication between departments was limited.

Solution

By integrating both their retail and restaurant POS systems with Agilence's data analytics platform, users are able to view a single source of truth across the enterprise. Metrics like Average Check Duration, Upsell Percentage, Sales Tender Breakdown, Server Experience, and more are all located on a single Operations Dashboard and auto emailed daily, weekly, monthly, or quarterly to both Operations and Loss Prevention Analysts. This data can be used to identify fraudulent behaviors, training or performance issues, inefficiencies, and other key insights across the enterprise.

Key Benefits

Shortly after integrating their Restaurant POS system with Agilence, management held a training session and paired their restaurant trainers with analysts, field users, and supervisors to explore the new reporting and alerting functionality available to them. Within just two hours, everyone in the room found a case for operational improvements. Since then, operational reports have been put to use to improve efficiency and reduce shrink.

Large restaurant brands have complex needs, especially multi-concept organizations, but the right data tools can help them combat loss. This organization owns and operations over 100 restaurants, including franchises and proprietary branded locations.