



GoodData

Unleash Restaurant
Performance

Restaurant Franchise Analytics by GoodData



Using Data as a Key Restaurant Differentiator

- ▶ Innovation in the restaurant world
- ▶ Using data as a QSR differentiator
- ▶ Unleashing newfound value with analytics
- ▶ Real world success



The “age of the customer” challenges QSR brands

The restaurant industry is transforming at a rapid pace - as roughly 60,000 new locations opening every year, 50,000 others close their doors*. Amidst these aggressive turnover rates, the restaurant sector has still been the primary driver of growth in the retail space - accounting for 40% of the industry's revenue generation since 2010**.

These stats undoubtedly prove that competition in the restaurant space is at an all time high, the question becomes: How can brands transform their businesses to deliver superior customer service and ultimately ensure they don't get left behind?

*National Restaurant Association

**DTZ, Cassidy Turley 2015 Retail Forecast



New technologies transform value of restaurant data

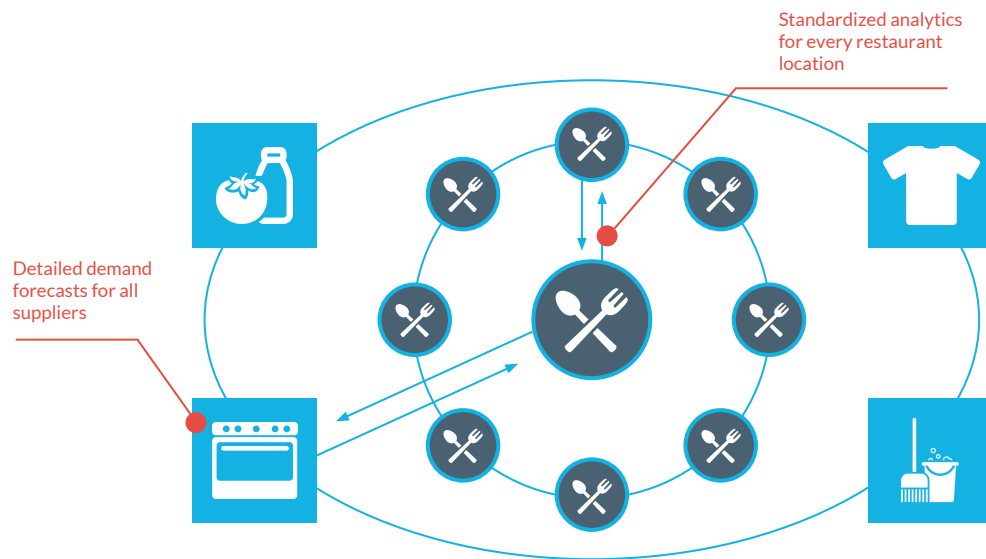
The good news for restaurant brands is that the introduction of new systems and technologies give them significantly more insight into customer behavior and in-store operations than ever before. All of the investments that have been made in POS systems, mobile ordering, loyalty apps, social media, review sites, etc. give corporate brands an opportunity to innovate and enhance their franchise models to ultimately improve their overall customer service and satisfaction.

Consolidating all of the information from these systems is no small task, but that's only one piece of the puzzle. The real value comes into play whenever you get actionable information into the hands of the managers and suppliers that keep your business running.



Distributing analytics creates new value for restaurants

Figure 1: Overview of QSR network with franchise locations and suppliers, highlighting the opportunity to centralize data from all locations and share analytics back with individual franchise operators and suppliers to optimize the way they manage their businesses.



Significant QSR benefits:

- ▶ Increase revenue generated from every restaurant location
- ▶ Differentiate business model to accelerate expansion
- ▶ Maximize supplier relations and overall profitability



Increase system wide revenue generation

One of the most prominent challenges that we hear from large restaurant brands with hundreds or even thousands of locations is the inability to report across all locations, due to the disparate nature of systems and data.

By centralizing global sales, customer satisfaction and operational data into a single analytics platform restaurant brands are able to:

- ▶ Distribute personalized analytics to individual restaurant managers to benchmark their performance against others
- ▶ Incentivize operational improvements in order to increase average sales per unit (SPU)
- ▶ Increase visibility into high level trends and apply their learnings and best practices back into their franchise operating model



According to the Franchise Business Review, individual **franchise site earnings range from \$50K - \$500K per year***. How will you increase the average SPU for your restaurants?

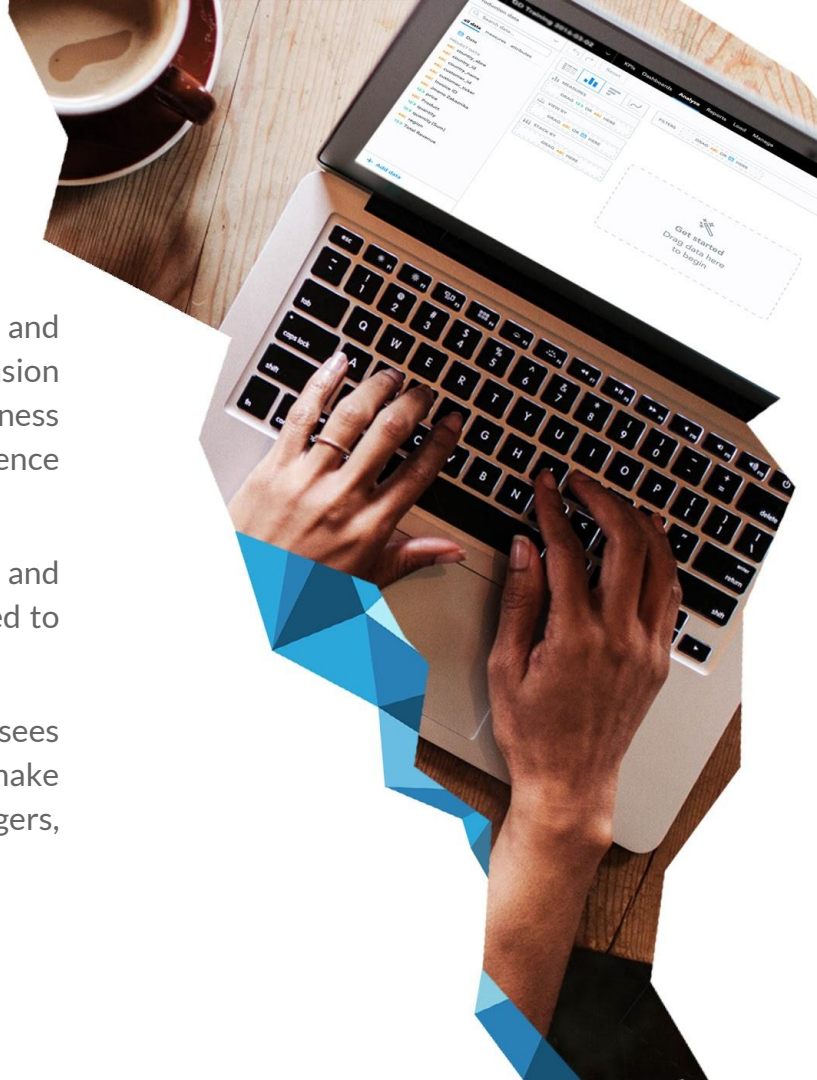


Differentiate business model to accelerate expansion

In such a crowded market, competition for new restaurant managers and franchise operators is at an all time high. In order to accelerate the expansion of the restaurant brand, you need to create a solid, differentiated business model that gives prospective location managers the direction and confidence they need to be maximize their success.

Creating a standardized set of analytics that outlines the KPIs, analytics and benchmarks gives every franchise manager the specific insights they need to effectively manage their location.

With immediate access to very specific and actionable analytics franchisees are far more equipped to run an efficient business. Higher sales per unit make the corporate franchise model much more appealing to prospective managers, and the restaurant brand owners very happy as well.



Maximize supplier relations and overall profitability

In addition to increasing the average sales per unit, one of the other key challenges for restaurant brands is figuring out how to forecast demand in order to reduce waste throughout their supply chain.

By centralizing and sharing systemwide sales data with suppliers, the corporate restaurant gives every supplier far more detailed insights into demand and volume forecasts by geography. This new visibility allows the supplier to fine tune their operations - improve just in time delivery and maximize their margins.

The benefit to the restaurant brands providing added value back to suppliers is that it gives corporate more negotiating power, which will improve their overall profitability as well.



A study conducted by the Business for Social Responsibility showed that, on average, restaurants yield **3.3 pounds of food waste for every \$1000 of company revenue.**



GoodData Analytics for Restaurant Franchises

- ▶ **For Restaurant Managers:** Centralize data from all restaurant locations to create standardized scorecards that benchmark their performance against all others, and incentivize improvements
- ▶ **For Suppliers:** Distribute demand forecasts to suppliers to optimize their supply chain and give you more negotiating power
- ▶ **For Internal Teams** - Consolidate all data from restaurant locations to get a single view into sales, customer behavior, purchasing preferences and other key trends in order to scale out best practices and improve margins, at a global scale






CHALLENGE

Corporate franchise struggled to get clear visibility into overall franchise operations, revenue forecasts and customer satisfaction. Analysis of key business indicators was extremely challenging due to disparate systems and lack of streamlined reporting.

SOLUTION AND RESULTS

Firehouse subs partnered with GoodData to create their "Station Pulse Analytics" - a standardized set of KPIs and dashboards that they distributed to over 900 locations.

- ▶ Designed and rolled out solution within 3 months
- ▶ Within 6 months Firehouse Subs achieved:
 - ▶ 8% increase in overall "scorecard" grade
 - ▶ 3% increase in overall customer satisfaction
 - ▶ 2% increase in overall quality of food

A close-up photograph of a Firehouse Subs sandwich, showing layers of melted cheese, sliced pickles, a tomato slice, and fresh green basil leaves on a crusty roll.

"With GoodData, we are able to distribute analytics to our more than 915 Firehouse Subs restaurants with a scorecard grading 10 key metrics. This awareness helps sales performance, guest satisfaction scores, being proactive during downturns, and improve franchise efficiency."

Danny Walsh, Director of Reporting & Analytics



About GoodData

GoodData provides ground breaking BI for data monetization to large restaurants that need to improve their competitive business model and accelerate system-wide revenue generation.

Our Analytics Distribution Platform enables corporate brands to centralize all POS, sales, loyalty and supply chain data from their locations and distribute standardized analytics to every operator and supplier.

Want to learn more? Contact us!

