

Project Charter: Pilot Menu Tabletop Tablet Rollout

| **Project Summary** |
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| The project aims at making the customer experience better by digitalizing menu and ordering system through tabletop tablets, increasing serving efficiency and getting valuable customer data. The rollout is planned for selected 2 out of the 5 existing restaurants under sauce and spoon. |

| **Project Goals** |
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| * Decrease average table turn time by 30 minutes by EOY. * Increase average daily guest count by 10% by the EOY. * Cut food waste and send-back comps by 25% by the end of june * Have <5% technical glitches being reported per week in six months * Decrease customer checkout time by 10% on average in the first six weeks after implementation. * 95% customer satisfaction in the pilot phase. |

| **Deliverables** |
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| * Gather tablet packages which include menu add ins and coupons options * Tablets installed in the bar area of the selected locations * provide the restaurant with a more effective ticketing system through the tablets. * Implementation of post-dining survey to assess customer satisfaction * Tablets should be integrated with the existing restaurant software. * Menu add ins and coupons to be added on the tablet system. * Staff training for the use of the new digital tablets * Promotion of tablet menu pilot via table signs and email blasts * Hiring of additional staff (e.g., expediter, BOH staff, IT support staff) per location, as necessary |

| **Scope and Exclusion** |
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| **In-Scope:**   * Budget Management, Software and hardware implementation and maintenance, hiring additional staff, purchase of operational supplies, marketing promotion, post-dining survey implementation.   **Out-of-Scope:**   * Policy changes, improving kitchen staff satisfaction |

| **Benefits & Costs** |
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| **Benefits:**   * Improving service and improving sales * Mitigating risked profitability through customer retention * Improve rate of correct orders, leading to happier customers * Serve more guests, increase total revenue * Reduce food waste   **Costs:**   * Training materials and fees = 10,000 * Hardware and software implementation across locations = $30,000 * Maintenance(IT fees through EOY) = $5,000 * Updated website and menu design fee = $5,000 * Other customization fees = $550 |

| **Appendix:** |
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| * Misalignment = increase in appetizer order rate by how much should be measured   + decision = proposing a 15% average increase overall, with the North location targeted for a 10% increase and the Downtown location targeted for a 20% increase. That way, the goals stay relevant to the unique trends of each location while still supporting the larger company goal. * Misalignment: Policy adjustments on order returns and meal replacements should be part of the project charter.   + Decision: Policy changes on order returns will be handled outside of tablet project rollout. * Misalignment: There should be a goal in the project charter for improving satisfaction of kitchen staff   + Decision: Will not be included until there is an agreed upon way to measure it * Misalignment: Food waste is the main reason for a need to look at food return policy   + Decision: Food waste is part of the issue, but also kitchen staff performs poorly against busy times coupled with food returns. The food waste goal will be adjusted to better capture kitchen staff’s performance. |