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Taco John’s International

Heather Neary: CEO

Richard Bundy: Finance

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TJI is under contract with RMS

* Many stores are on printed menu boards so they’re not able to react as quickly as they’d like when they get RMS historical analysis and price recommendations twice per year.
* We would like sound data to help provide substance to our discussions with franchisees.
* TJI wants to move from a transaction view to a guest view.

Seeking the Following Insights:

1. **We want to look at the data, look at competitive sets. Are we keeping up with what competitors are doing? How do we stay on top of that?**

Question for TJI: Who are your competitors? How often would you like to receive that data?

1. **What are the activities or issues that drive guest behavior?**

**With respect to loyalty, 9% of TJI customers are members.**

1. **Do they behave differently than the non-members?**
2. **Is there an evolution to the way they order from the first visit onward?**
3. **Generally, is there any pattern (signals) that might indicate a customer is going to drop off?**
4. **Insights into bundles/combos: Which ones perform well? What should be considered for future bundles/combos?**

**Once we pass the “proof of concept” phase:**

How do we get a list of questions/insights desired by the TJI leadership team so that we can dig into them?

Can we identify any stores that are over-priced or under-priced?

* This would require a full data set

Are there opportunities in catering (EZCater)?

In parallel: Can we identify with RMS reports which franchisees are higher adopters of corporate recommendations (like Brett and Ted)? The purpose is to see who might work with us to implement more granular recommendations.

Longer Term: High Margin would like to develop a system that sends a simple text message or whatsapp to franchisees, owners, managers with a bite-sized nugget of information. Something that is impactful, actionable, and helps them quickly identify areas of opportunity.

* DoorDash sales dropped over the last 2 days at location #567
* Fountain drink sales were much lower than usual yesterday at store # 543
* Review scores have declined at store #345 over the last week
* Breakfast sales were down 25% over the last 2 days at store #456